

# PONTIAC

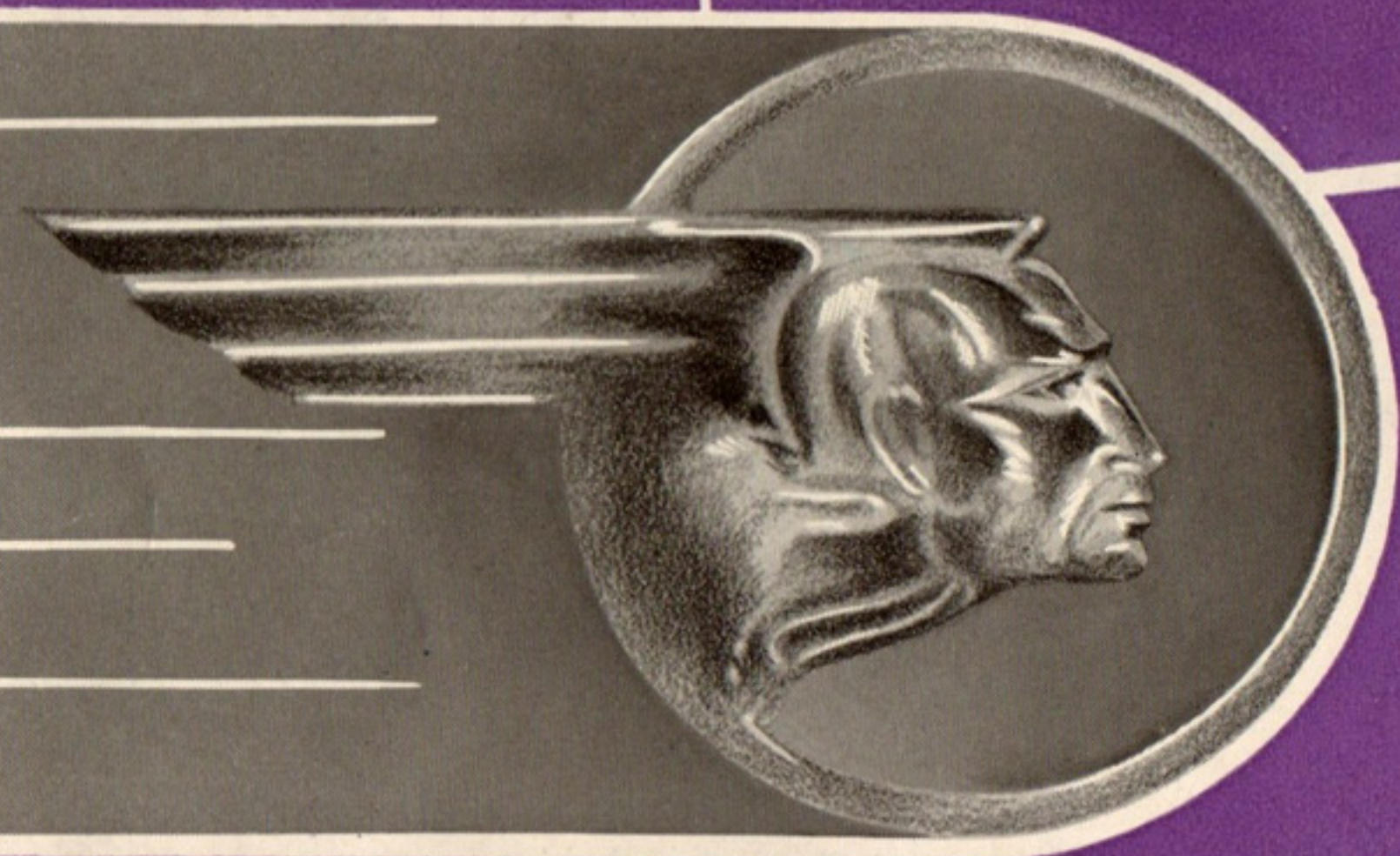
SIXES AND EIGHTS



*Pontiac*



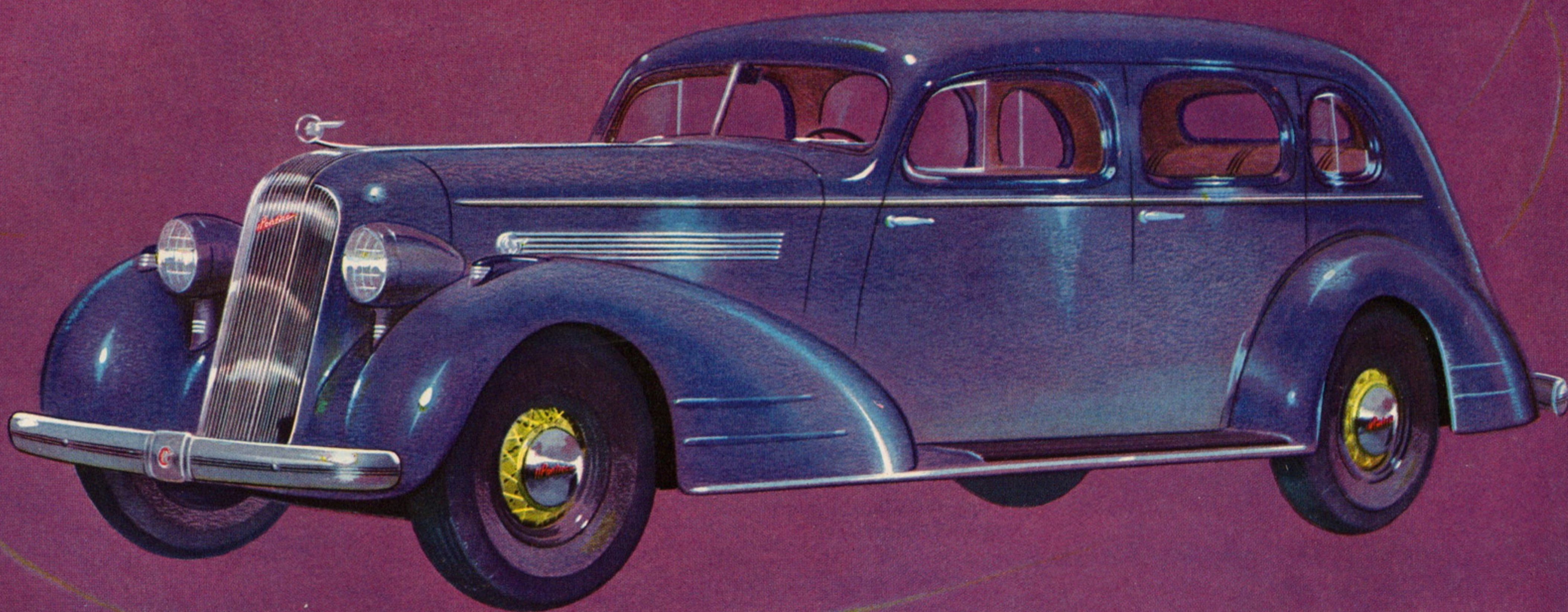
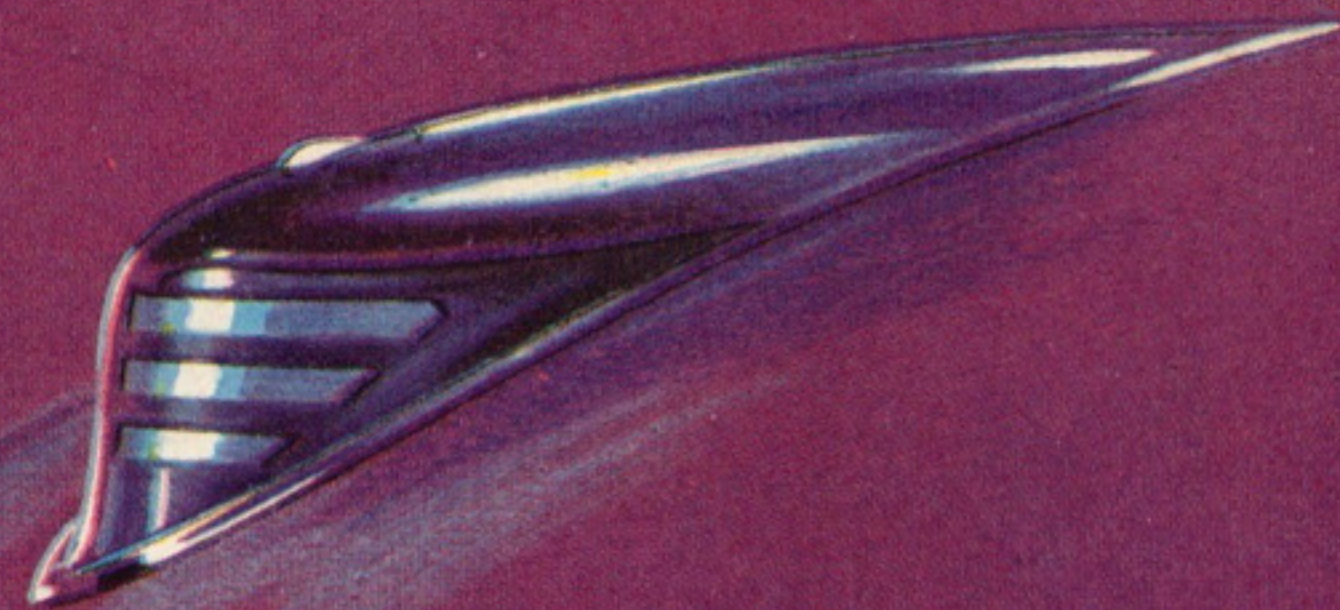
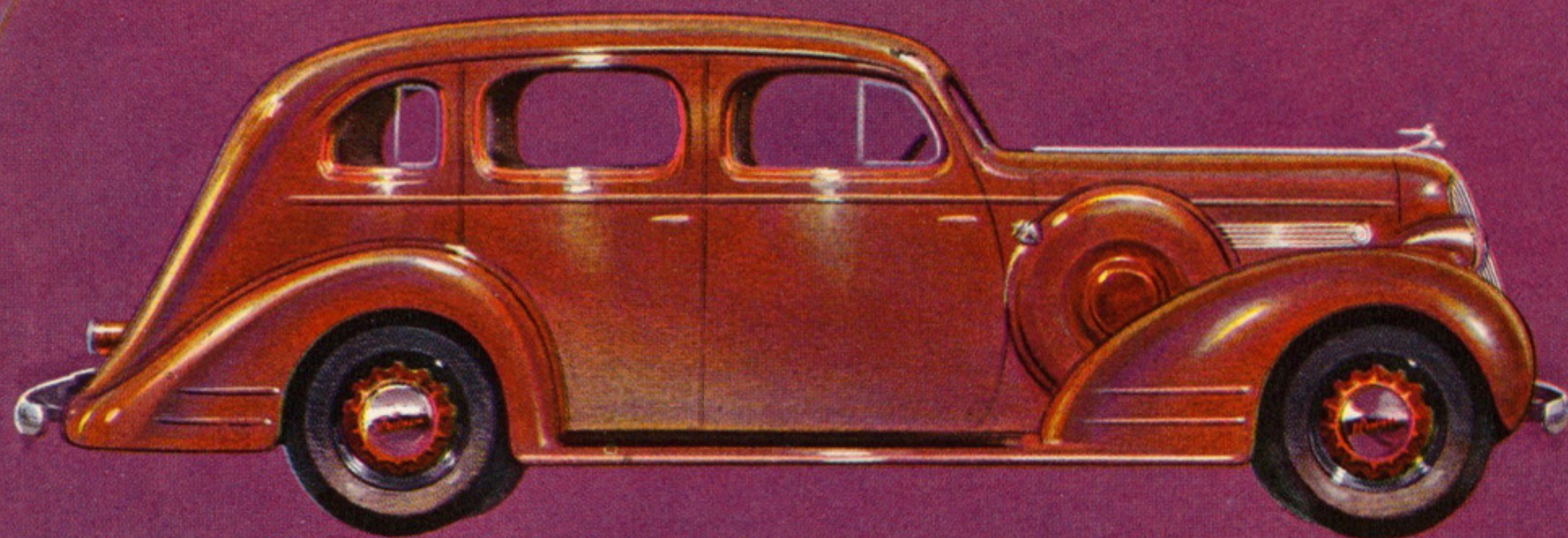




# Introduction

As you study the various models of Pontiac's new De Luxe Six and Improved Straight-Eight, bear this important fact in mind: In the fine, modern styling of these beautiful cars, you can read their whole character. For in their speedlined beauty, Pontiac has achieved an entirely new and refreshing appearance combined with all the practical benefits of scientific streamlined design. Bodies, brakes, engine and chassis carry out the same idea—something new and something better in every phase of motoring. Yet, with all their marked advantages, the 1935 Pontiacs are extremely low in price. And the reason for this abrupt advance in sheer value, lies in the Pontiac plant. This great modern factory contains all the latest equipment for increasing the efficiency of the hand of man. It makes possible savings in manufacturing costs utterly impossible in factories with less complete and up-to-date equipment. So choose the model you prefer with perfect confidence that you are selecting the very finest of low-priced cars. And remember—to bring Pontiac ownership within the reach of everybody—Pontiac builds the Standard Six which sells at even lower prices. These lower priced models are not shown because, in most important details, they are exactly like the models pictured here.





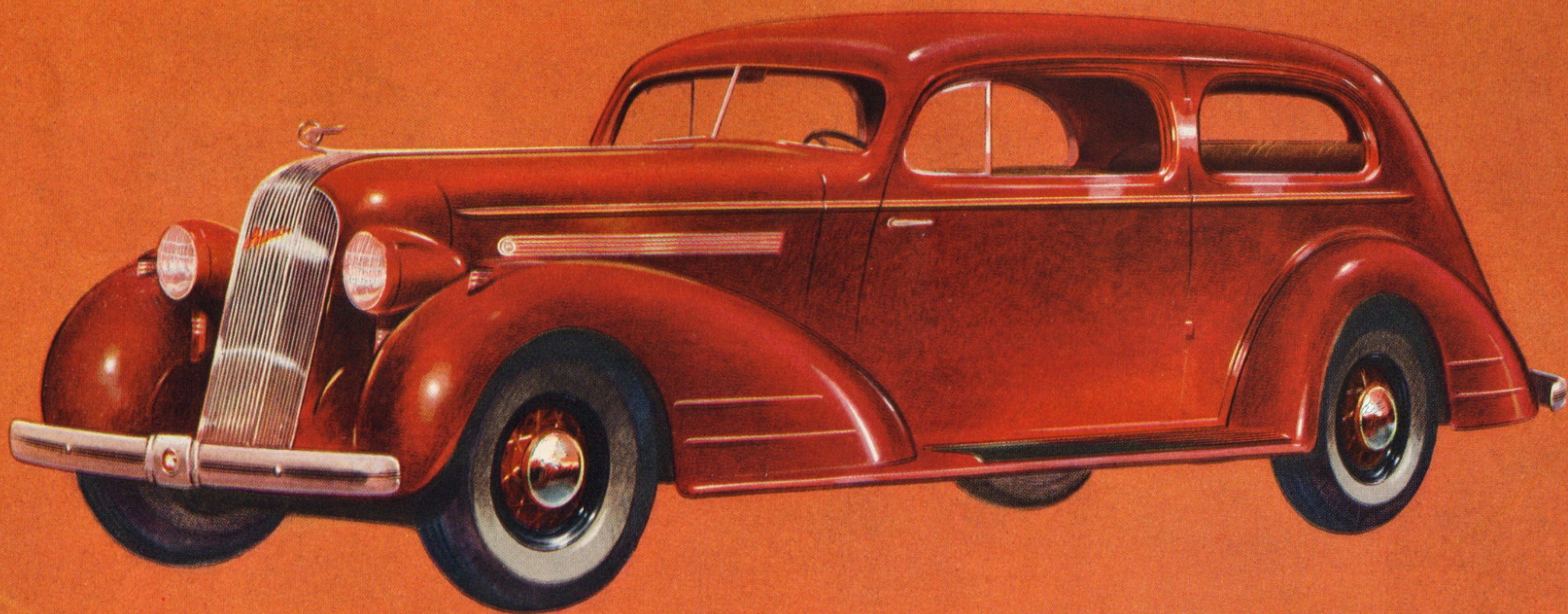
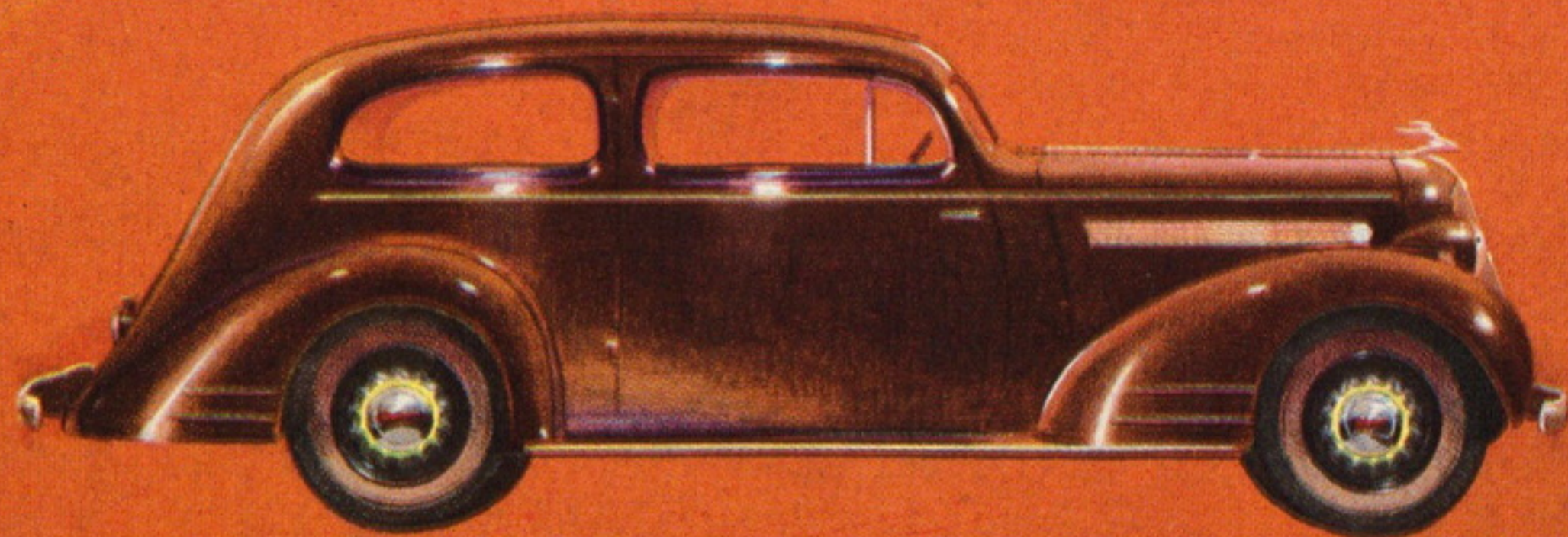
### THE PONTIAC EIGHT FOUR-DOOR SEDAN . . .

Available with two spare wheels in fender wells, or spare tire concealed in spacious luggage compartment in rear. Choice of high quality taupe mohair or tan broadcloth upholstery. Doors 1½" wider.

### THE PONTIAC DE LUXE SIX FOUR-DOOR SEDAN

Here is undoubtedly the most beautiful interpretation of this body type on the highways today. And the interior is fully as smart as the exterior. Sidewalls and seats are upholstered in your choice of taupe mohair or patterned flat-finish wool cloth. The rear compartment has arm rests with recessed ash trays, one assist strap, and a recess in the back of the front seat in place of the conventional foot rest. The front compartment has covered sponge-rubber arm rests and adjustable front seat. Instruments, on oriental walnut-finished instrument board, are contained in one dial. The glove compartment locks.





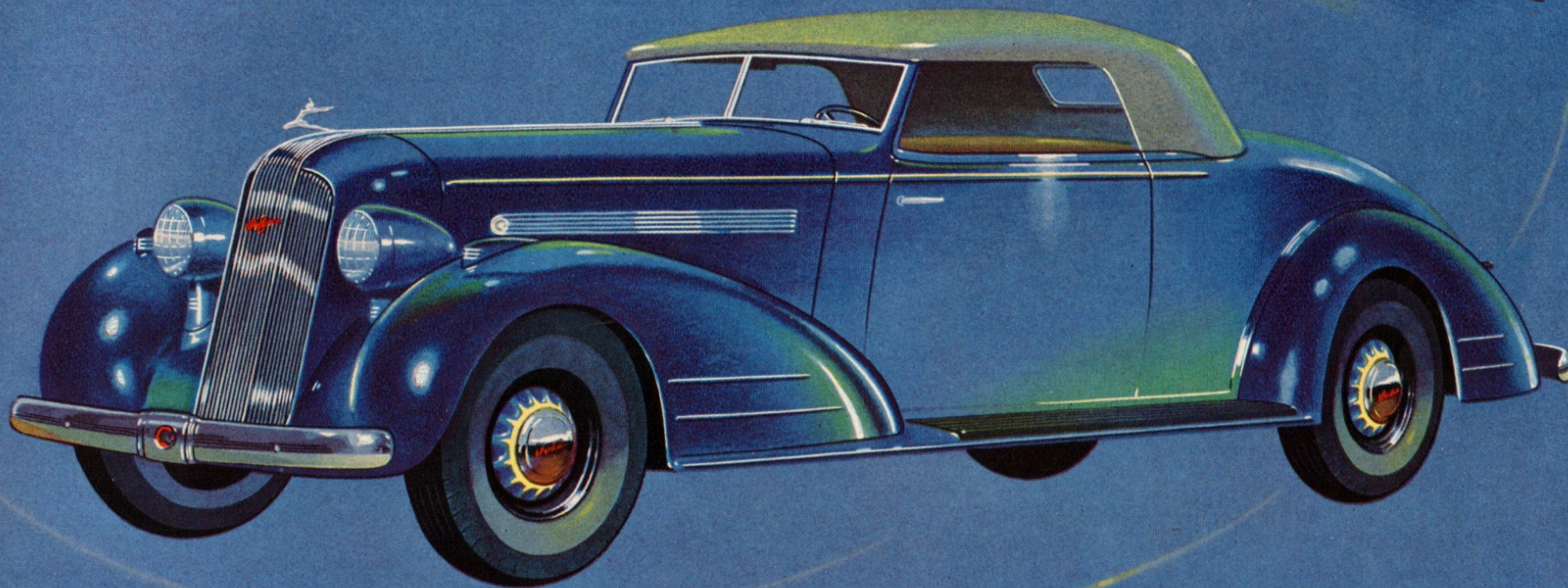
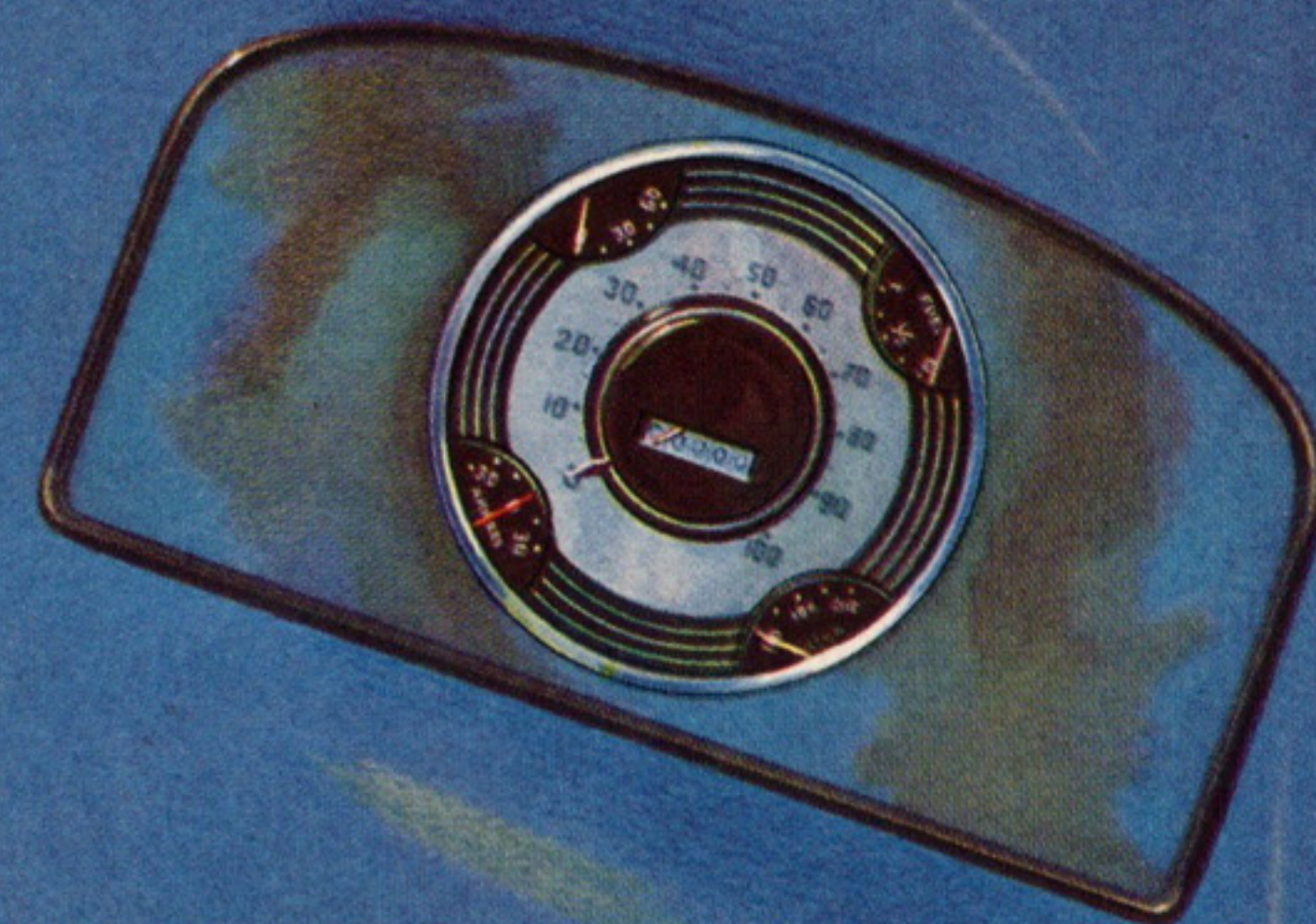
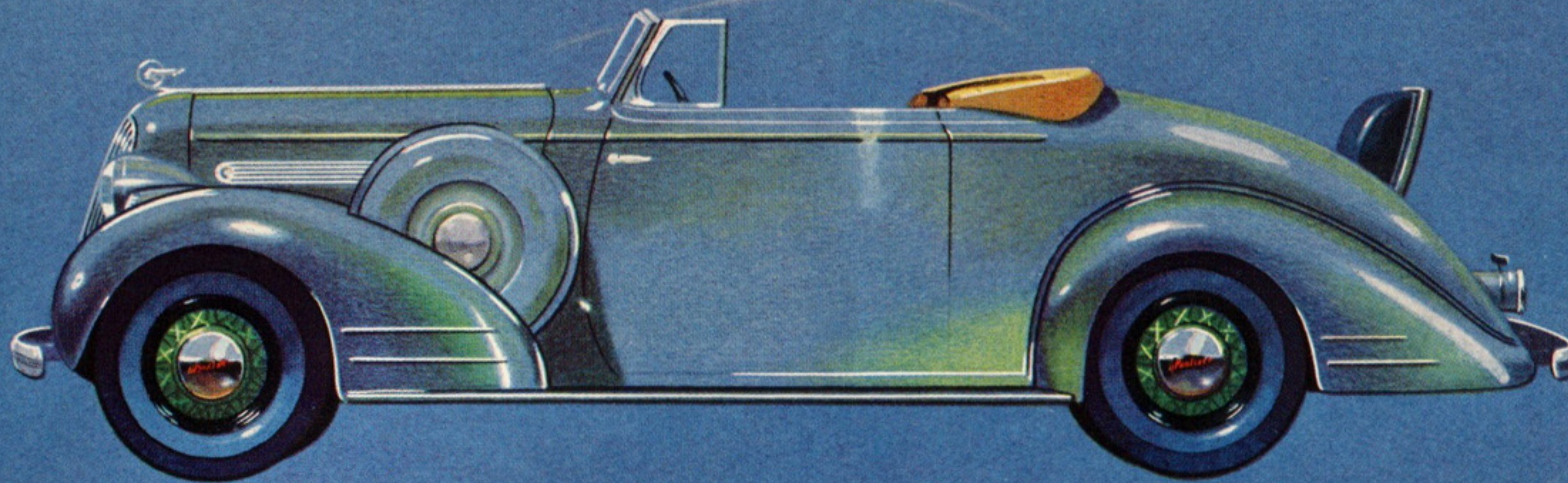
### **THE PONTIAC EIGHT TWO-DOOR SEDAN . . .**

Available with spare tire concealed in luggage compartment, or with two spare wheels in fender wells. Sedan type seats, front and rear. High quality mohair or broadcloth upholstery. Five-inch wider doors.

### **THE PONTIAC DE LUXE SIX TWO-DOOR SEDAN**

In the opinion of style experts, this popular family model is the first really beautiful coach. Chrome-plated fittings of speedlined design enliven an interior richly upholstered in taupe mohair or patterned flat-finish wool cloth—as you choose. The wide back seat has comfortable arm rests with recessed ash trays and a right-hand assist strap. Commodious sedan type front seats, the backs of which tip forward for easy entrance and exit. The draft-proof doors are three inches wider and have covered sponge-rubber arm rests. Glove compartment in instrument panel, which is finished like the door moldings in oriental walnut.





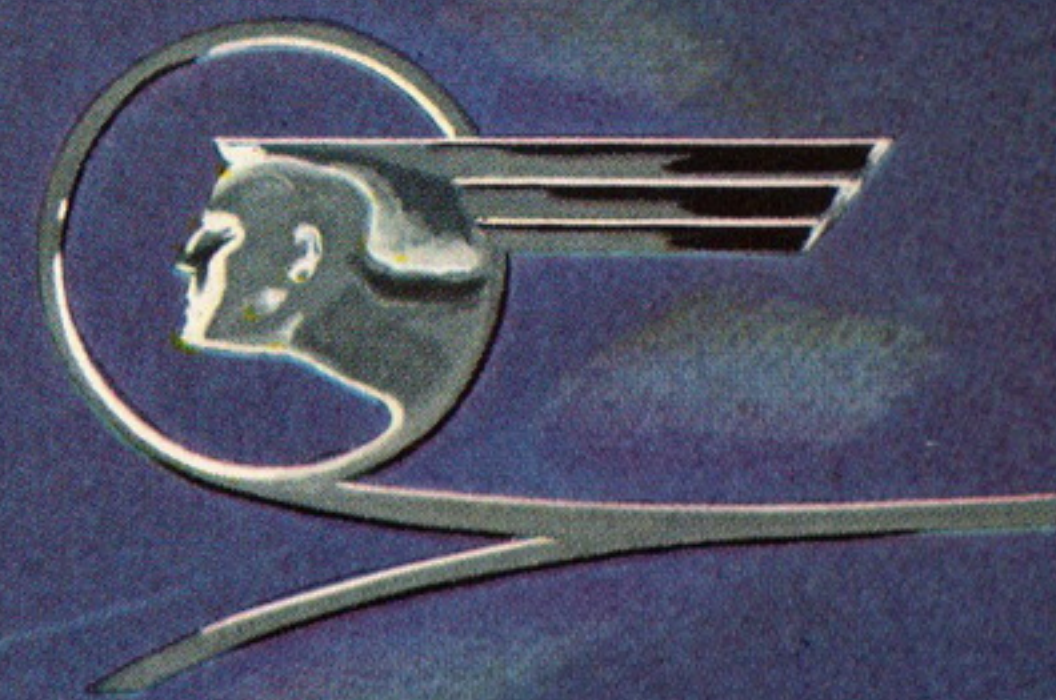
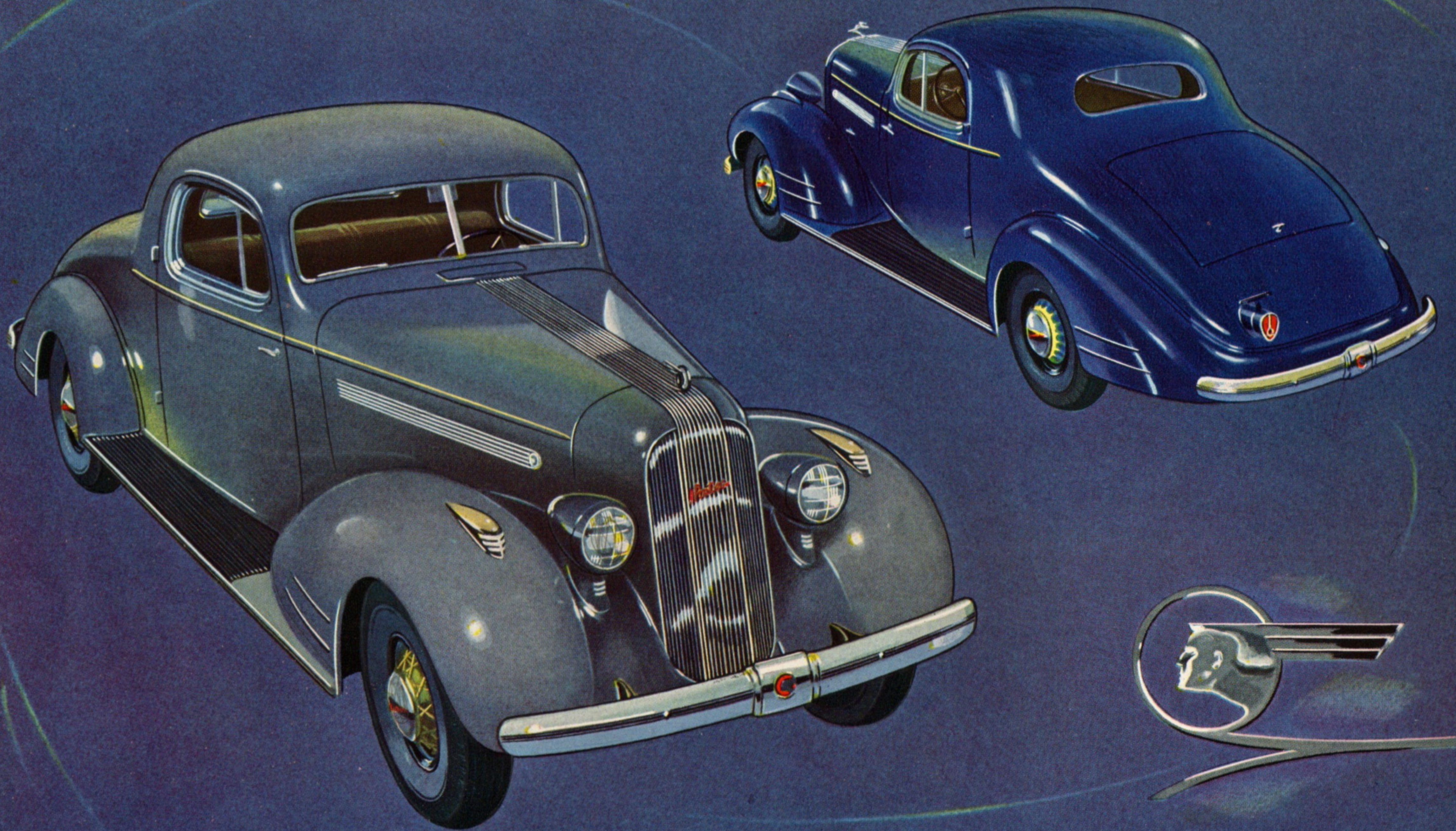
### THE PONTIAC DE LUXE SIX CABRIOLET . . .

Chrome-plated hardware is speedlined to match body contours. Interior fittings equipped with molded knobs. Seat is adjustable to suit driver. The new V windshield slants at  $31\frac{1}{2}$ -degree angle.

### THE PONTIAC EIGHT CABRIOLET

With top down or up, this model commands an admiring audience everywhere it goes. The seats are upholstered in genuine leather or patterned flat-finish wool cloth. The rumble seat, upholstered in leather, accommodates two passengers in easy comfort. The doors have covered sponge-rubber arm rests. The split seat folds forward to reveal luggage space. The instrument board has a walnut grained instrument panel with a single dial assembly and a glove compartment. Available with concealed spare tire, or two extra wheels carried in fender wells. Folded top is concealed in glove fitting boot of extremely smart appearance.





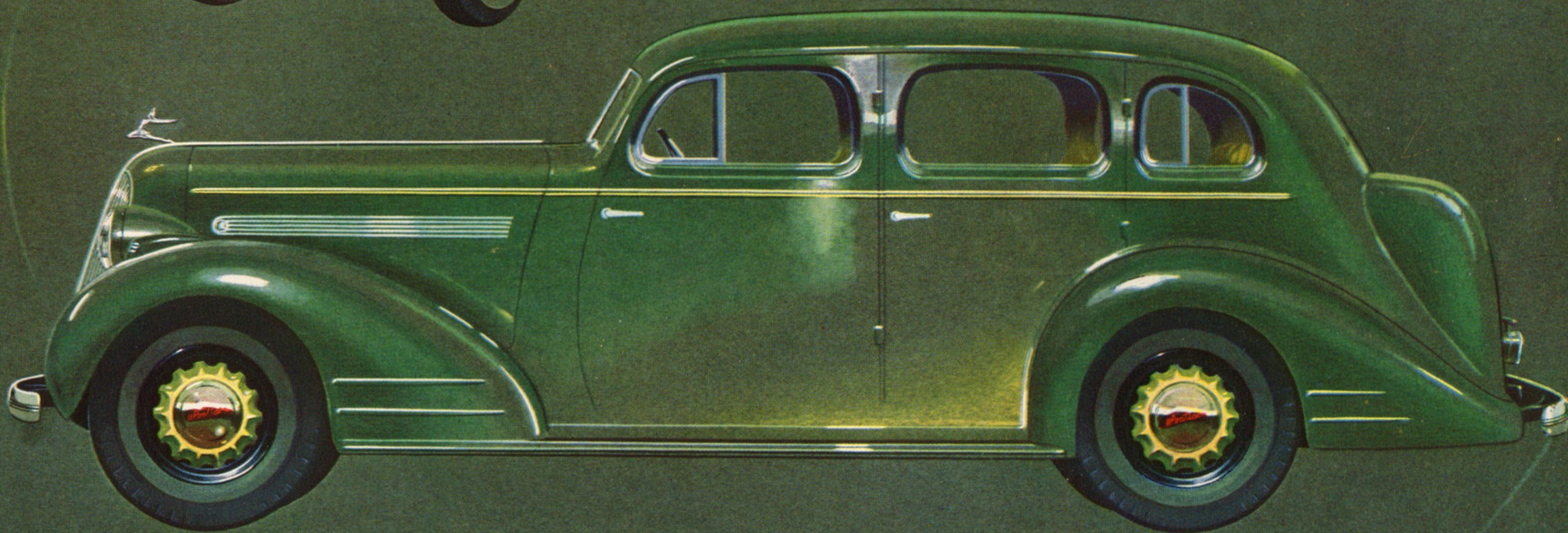
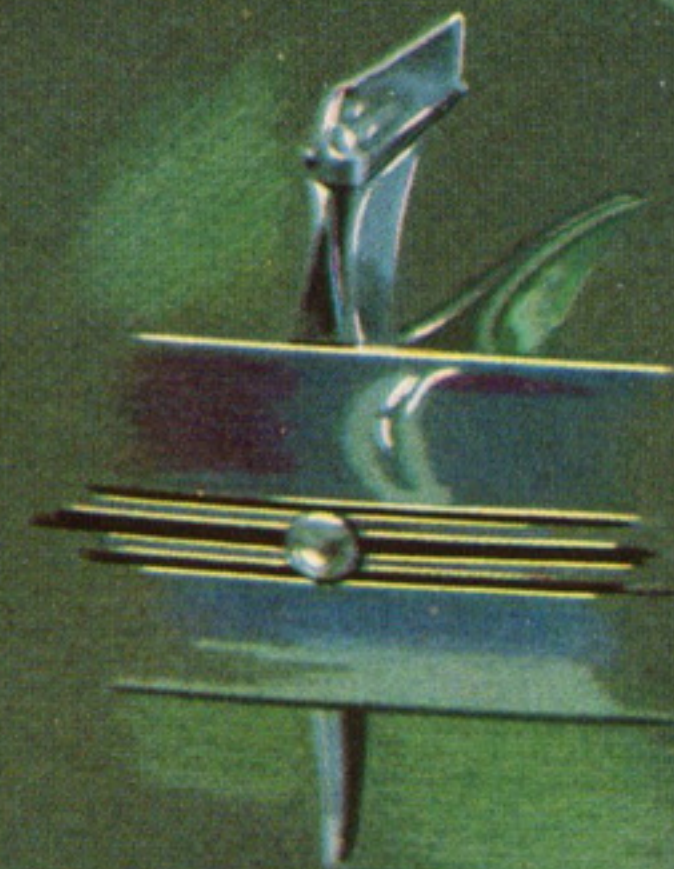
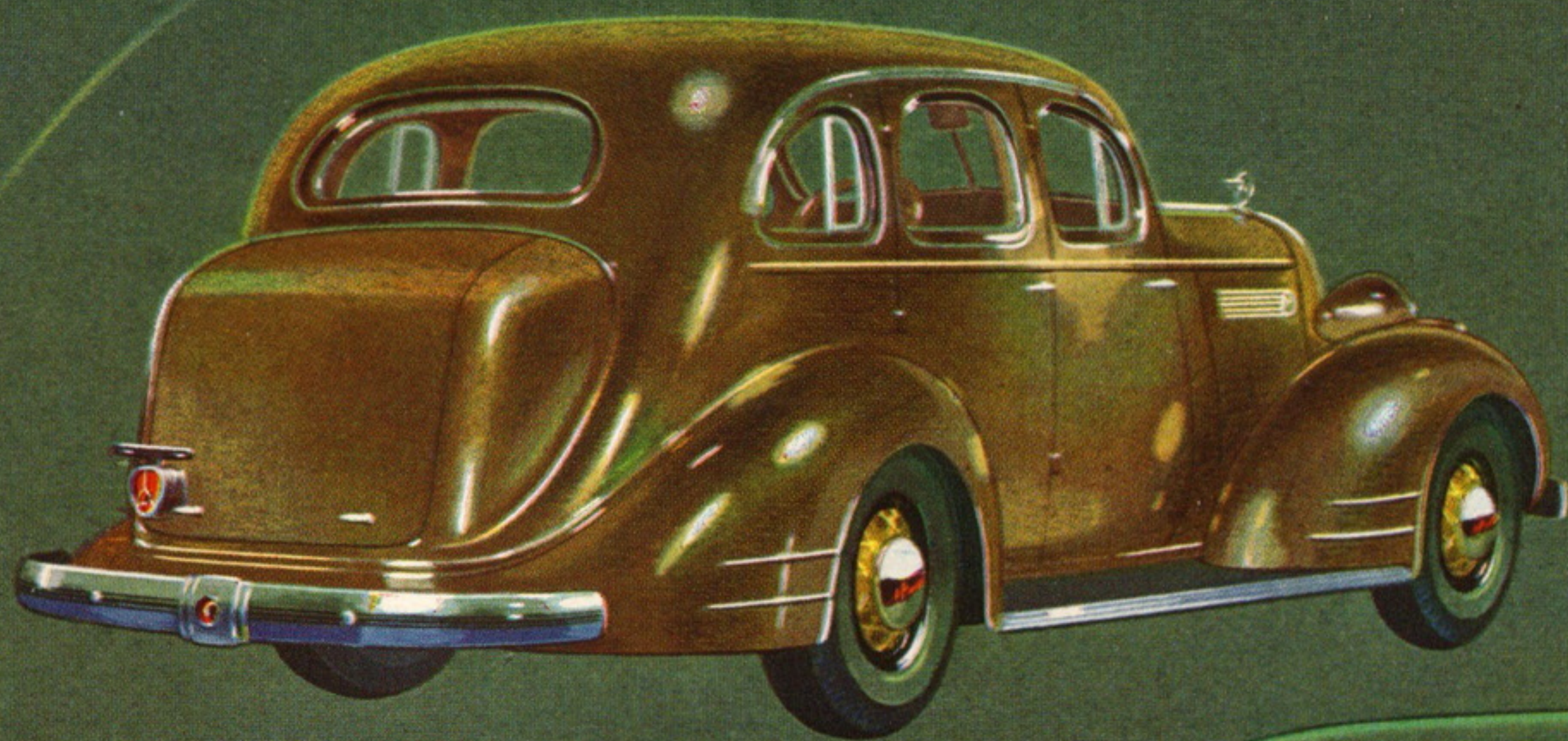
### THE PONTIAC DE LUXE SIX COUPE

A new rear-end design gives this model a grace and beauty seldom met with in expensive custom-built cars. Aside from its appearance, a unique feature is the split seat which folds forward to give access to a luggage and spare tire compartment. Doors have sponge-rubber arm rests, upholstered like the seats, in your choice of taupe mohair or patterned flat-finish wool cloth. Chrome-plated interior hardware is fitted with molded knobs. The draft-proof doors have a six-inch overhang. Equipped with screened cowl ventilator and Fisher No Draft ventilation. The windshield slope has been increased by 19 degrees.

### THE PONTIAC EIGHT COUPE...

Available with two extra wheels in fender wells, or spare tire concealed in a roomy luggage compartment back of the split seat. Your choice of high quality taupe mohair or tan broadcloth upholstery.





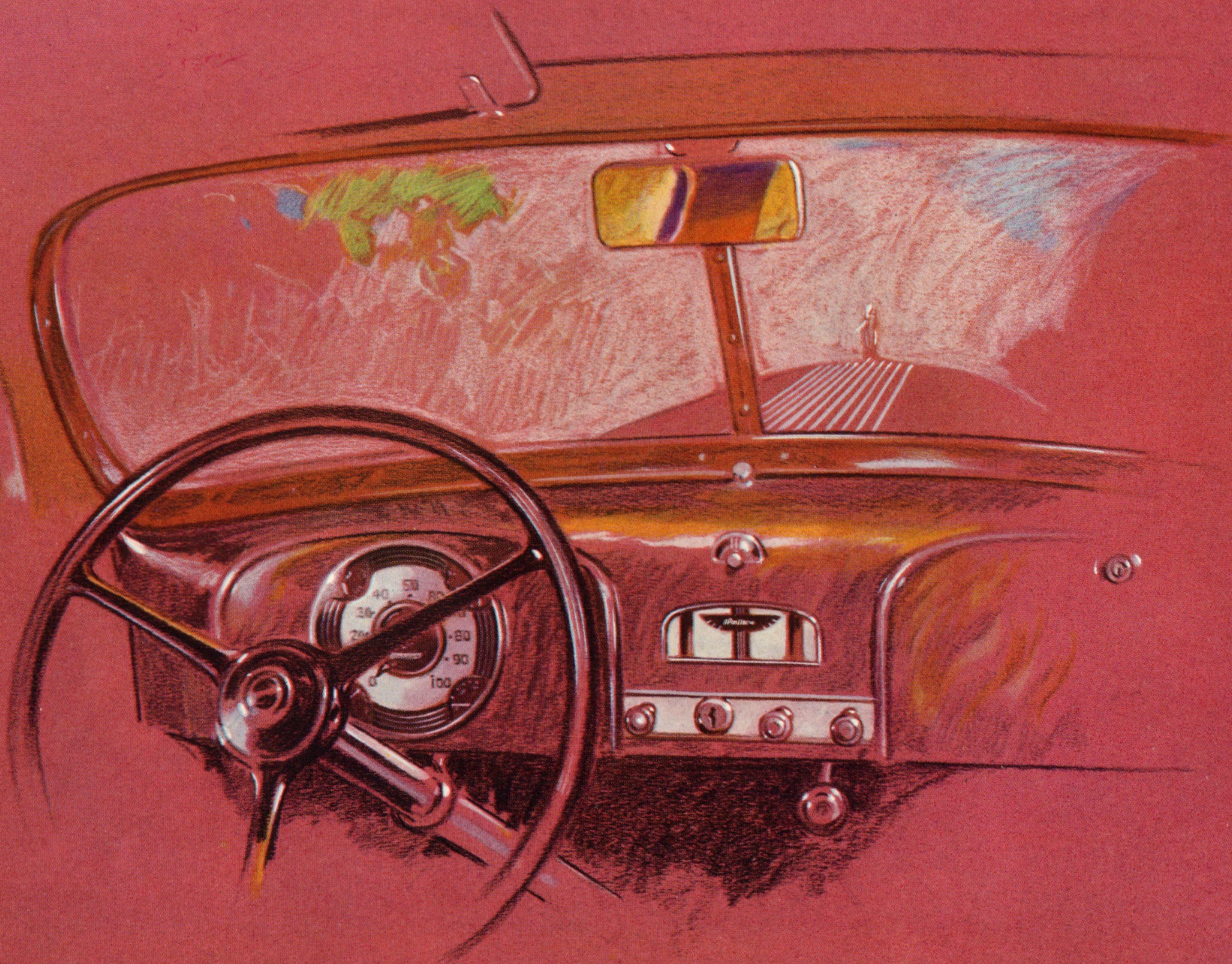
#### **THE PONTIAC DELUXE SIX FOUR-DOOR TOURING SEDAN . . .**

Available with six wheels and fender wells or with concealed spare tire. Fender lights are standard equipment. Choice of taupe mohair or patterned flat-finish upholstery.

#### **THE PONTIAC EIGHT FOUR-DOOR TOURING SEDAN**

In this beautiful touring model the trunk is designed as an integral part of the body, providing extra luggage space without breaking Pontiac's speedlined silhouette. As in all of Pontiac's five-passenger models, the tail-light, which rises with the compartment door, has a red lens on the lower side to assure proper warning to approaching cars when the door is open at night. Oriental walnut-finished moldings and chrome-plated hardware with molded knobs set off a roomy interior lined with high quality taupe mohair or tan broadcloth, as you choose. Has two arm rests, ash trays, assist straps and recessed foot rest.

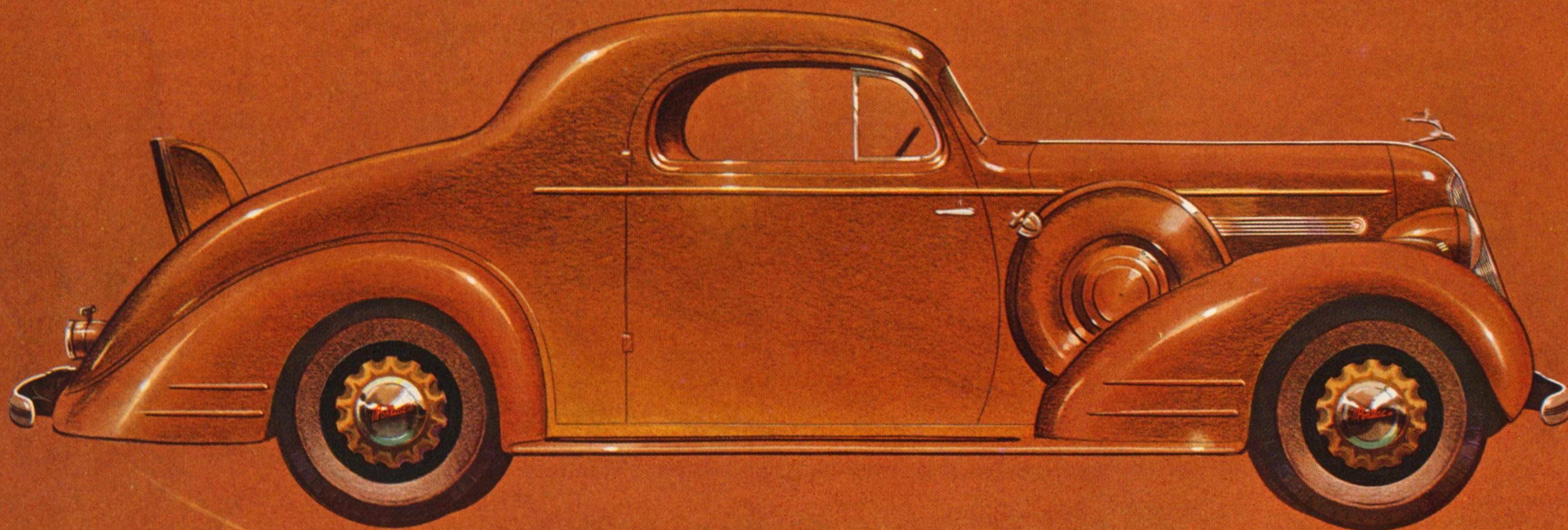
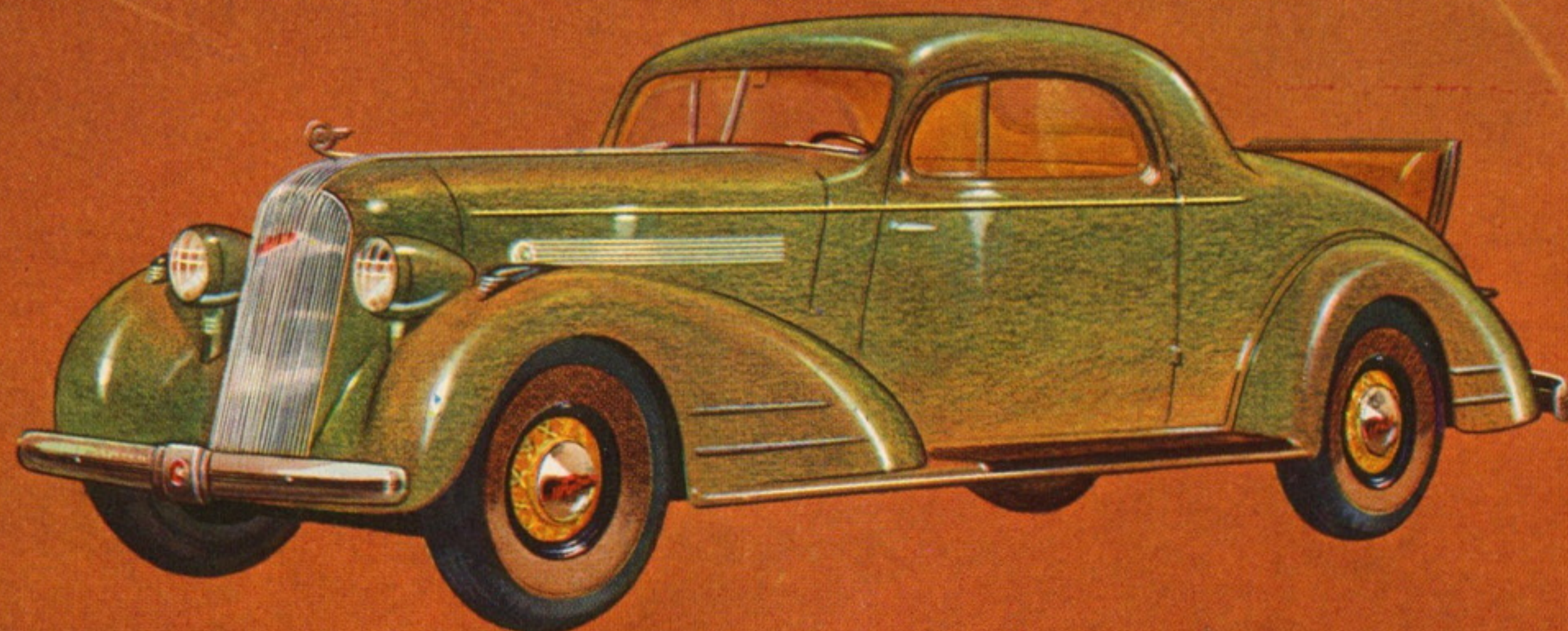












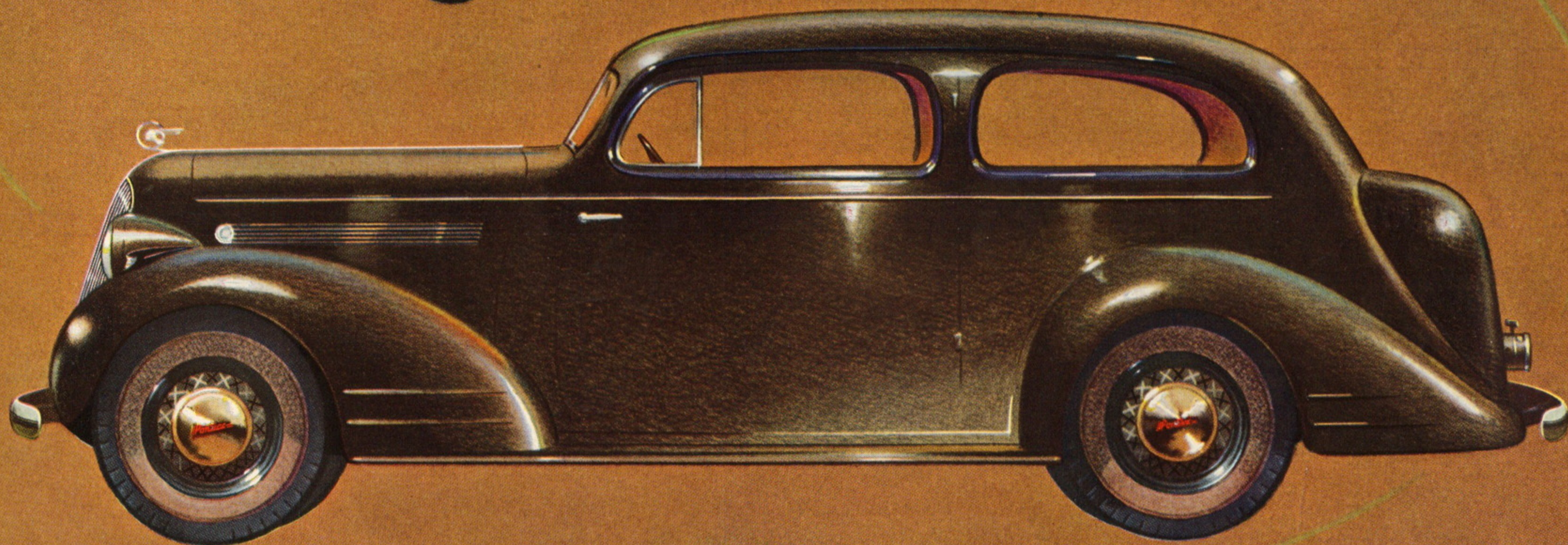
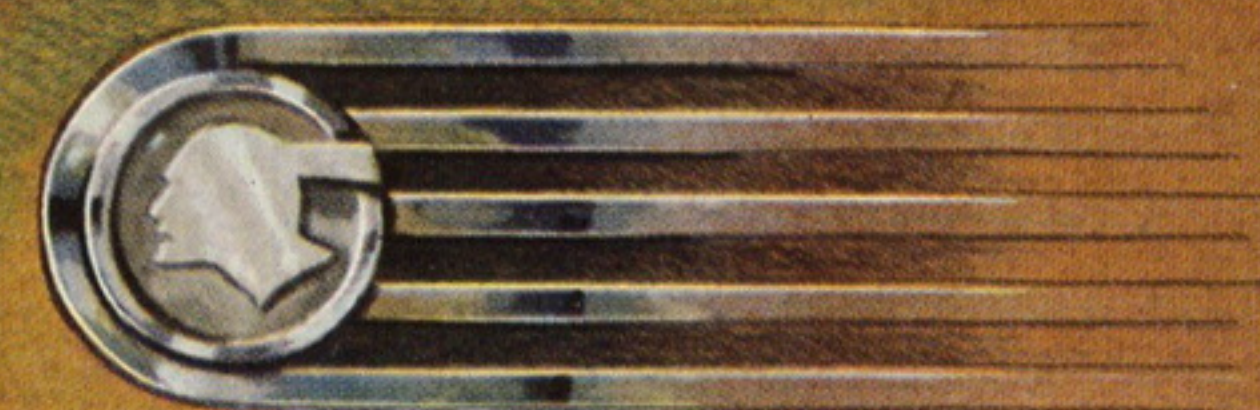
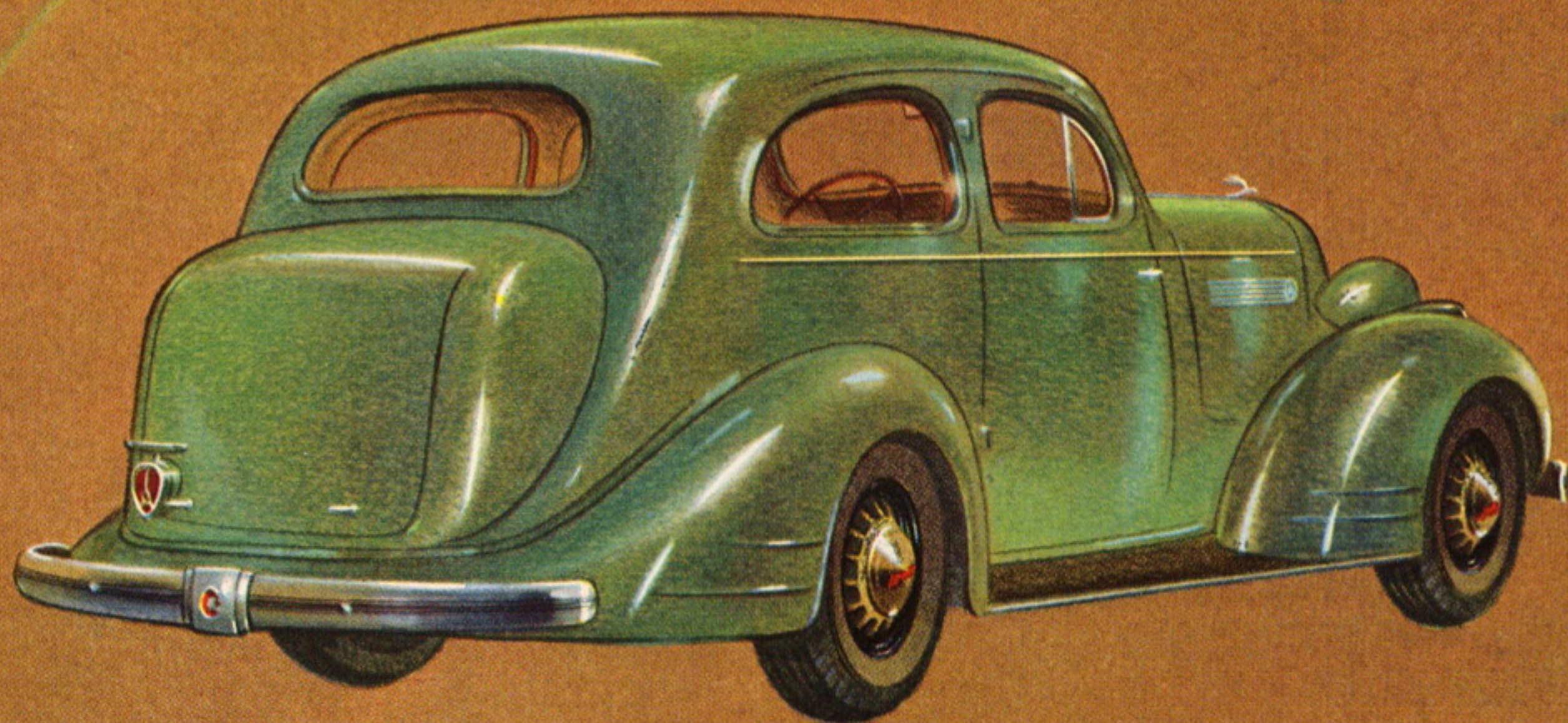
### THE PONTIAC EIGHT SPORT COUPE

The words, "sport model", bring to mind something especially smart and dashing. And never has this idea been better fulfilled than in this long, low coupe. Whether with six wheels or a concealed spare tire, it is the handsomest conveyance for four passengers you have ever seen. Standard equipment includes two fender lights and sculptured radiator ornament. The front seat is upholstered in high quality taupe mohair or tan broadcloth, according to your choice. The split seat folds forward to reveal a spacious spare tire and luggage compartment. All interior and exterior hardware is chrome-plated and speedlined.

### THE PONTIAC DELUXE SIX SPORT COUPE . . .

Choice of taupe mohair or patterned flat-finish upholstery. Instrument panel has glove compartment. Panel and moldings grained in oriental walnut. All instruments are grouped in a single dial.





### THE PONTIAC EIGHT TWO-DOOR TOURING SEDAN . . .

Full sedan seats in front and rear. Seats and sidewalls upholstered in either high quality taupe mohair or tan broadcloth. Two assist straps in rear. Recessed foot rest. Doors five inches wider.

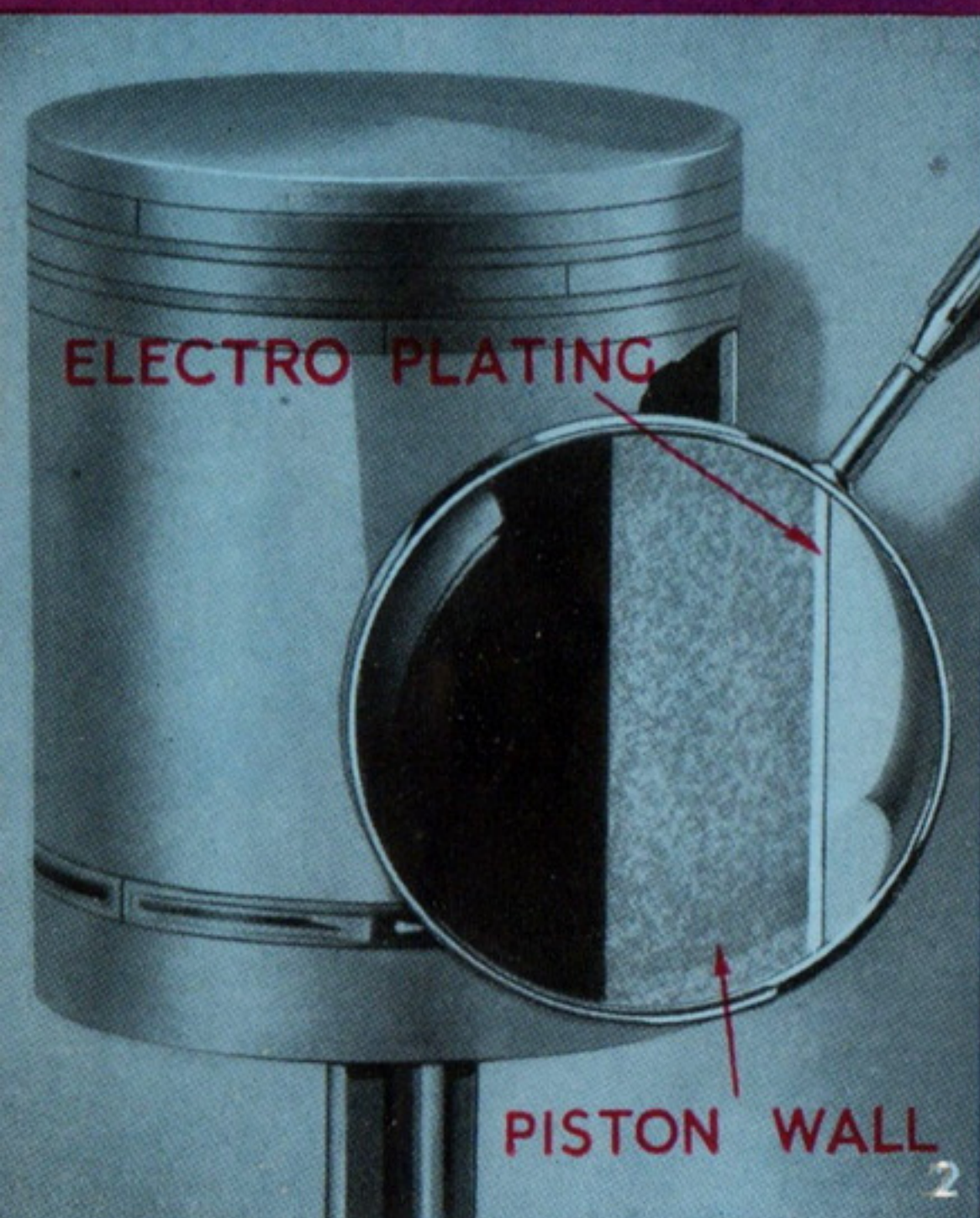
### THE PONTIAC DE LUXE SIX TWO-DOOR TOURING SEDAN

Motorists who feel the need of extra luggage space find their need met in this spacious model. The trunk opens from the bottom, revealing a large and easily packed compartment above the spare tire shelf. Inside door handles are of the new safety type and window hardware is embellished with molded knobs. Front seat arm rests are sponge-rubber, covered with the same upholstery as the seats. Rear arm rests have recessed ash trays. Instrument panel, glove compartment door, and window moldings are grained in oriental walnut. Choice of high quality taupe mohair or patterned flat-finish upholstery.

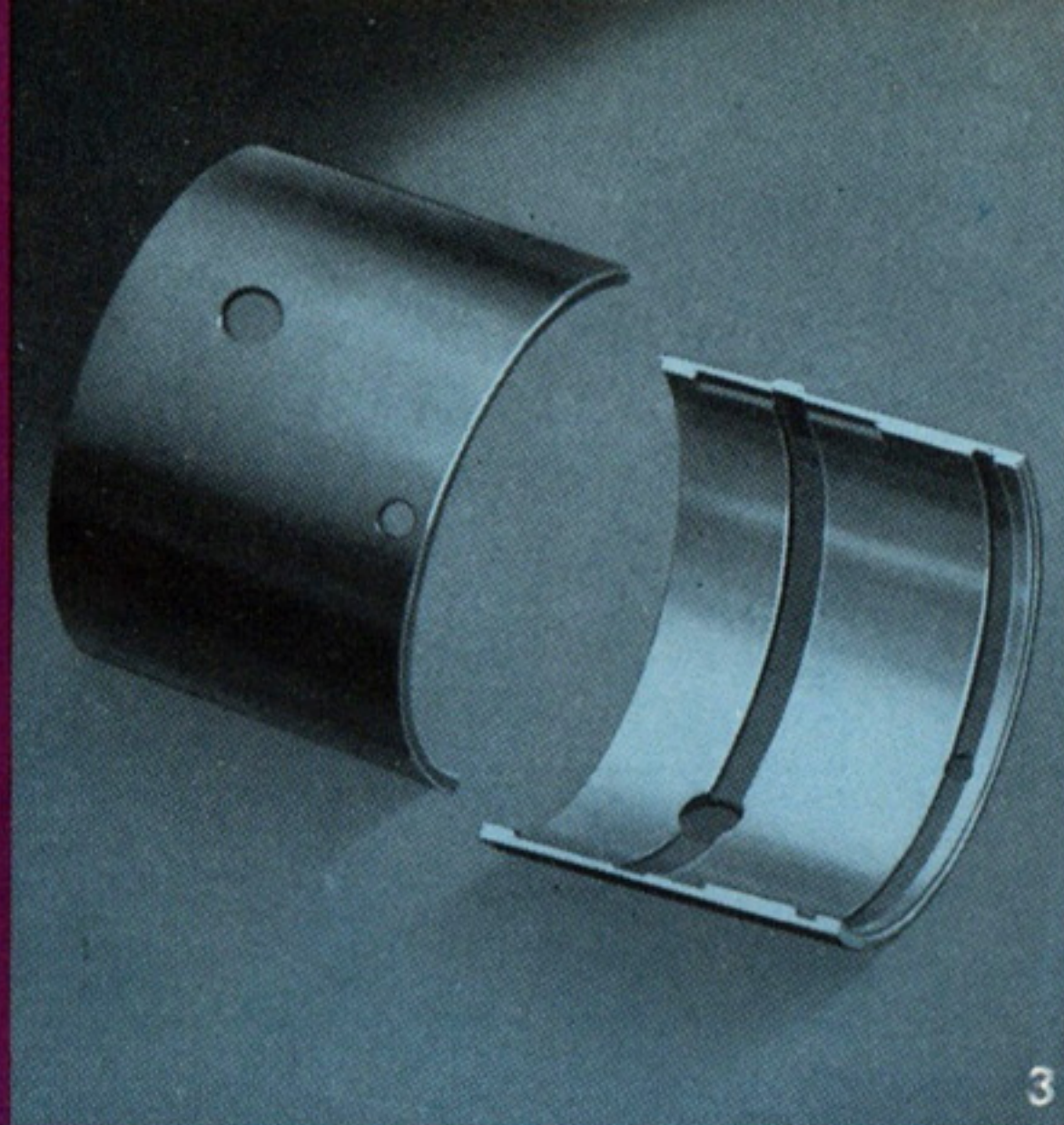




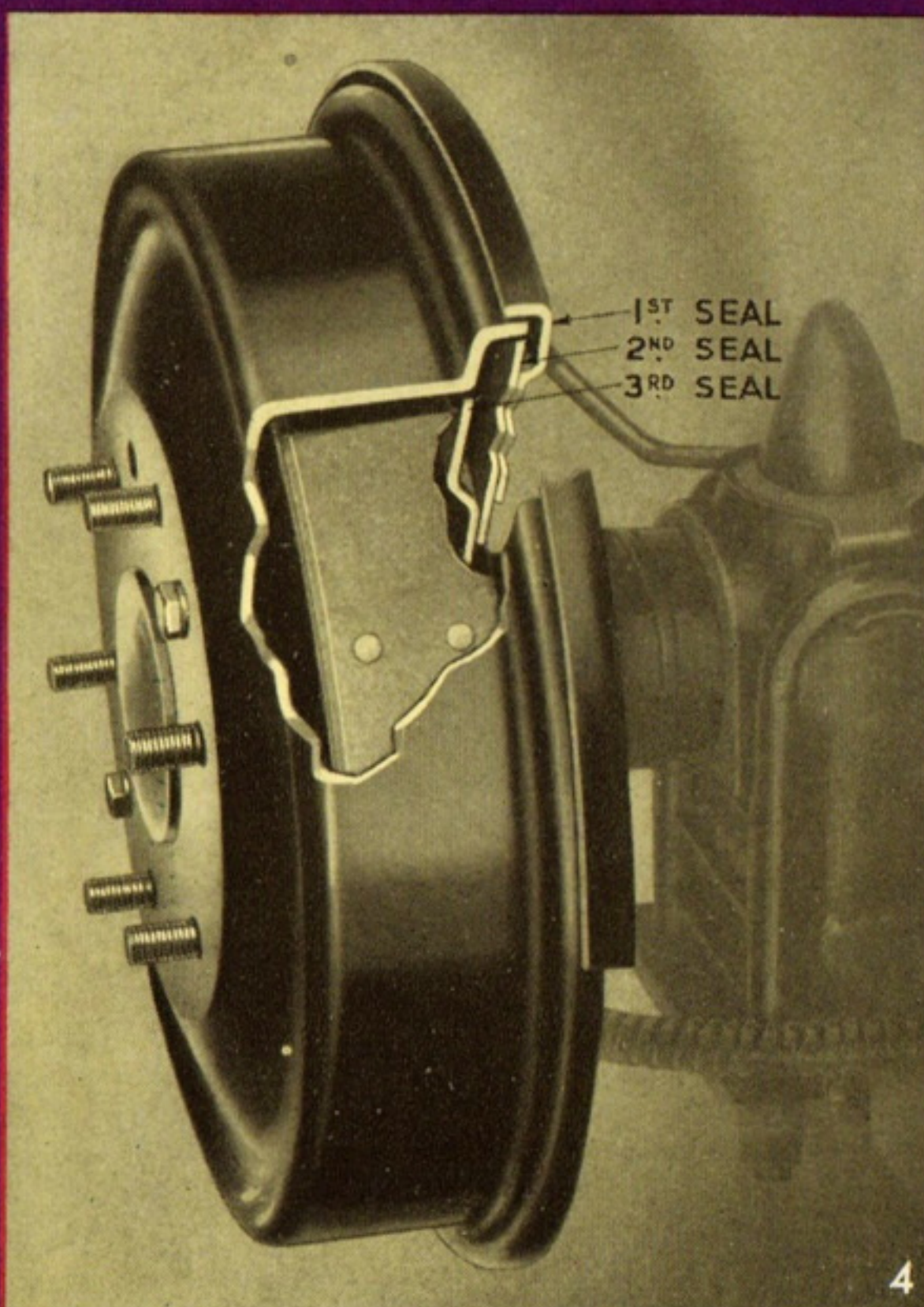
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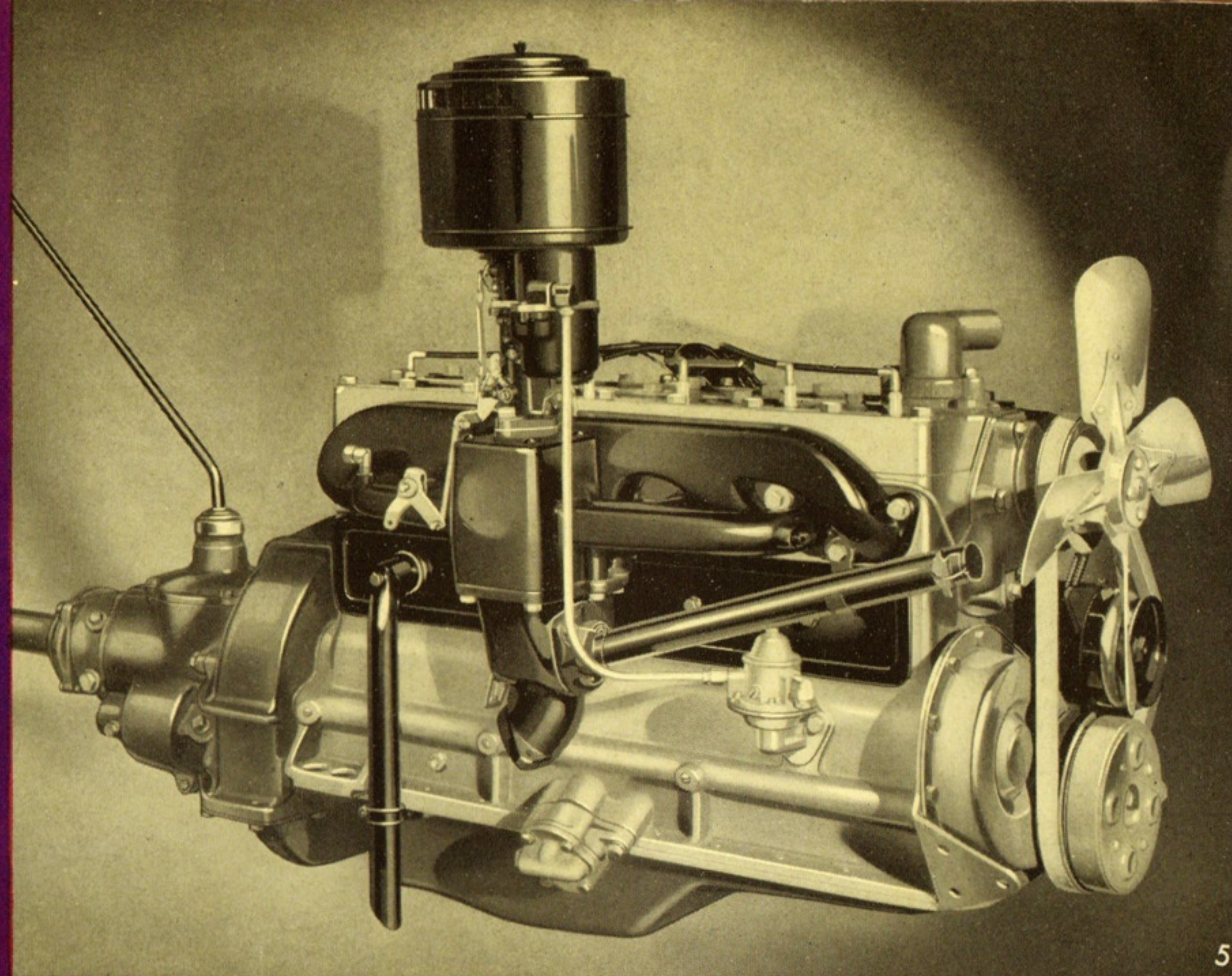
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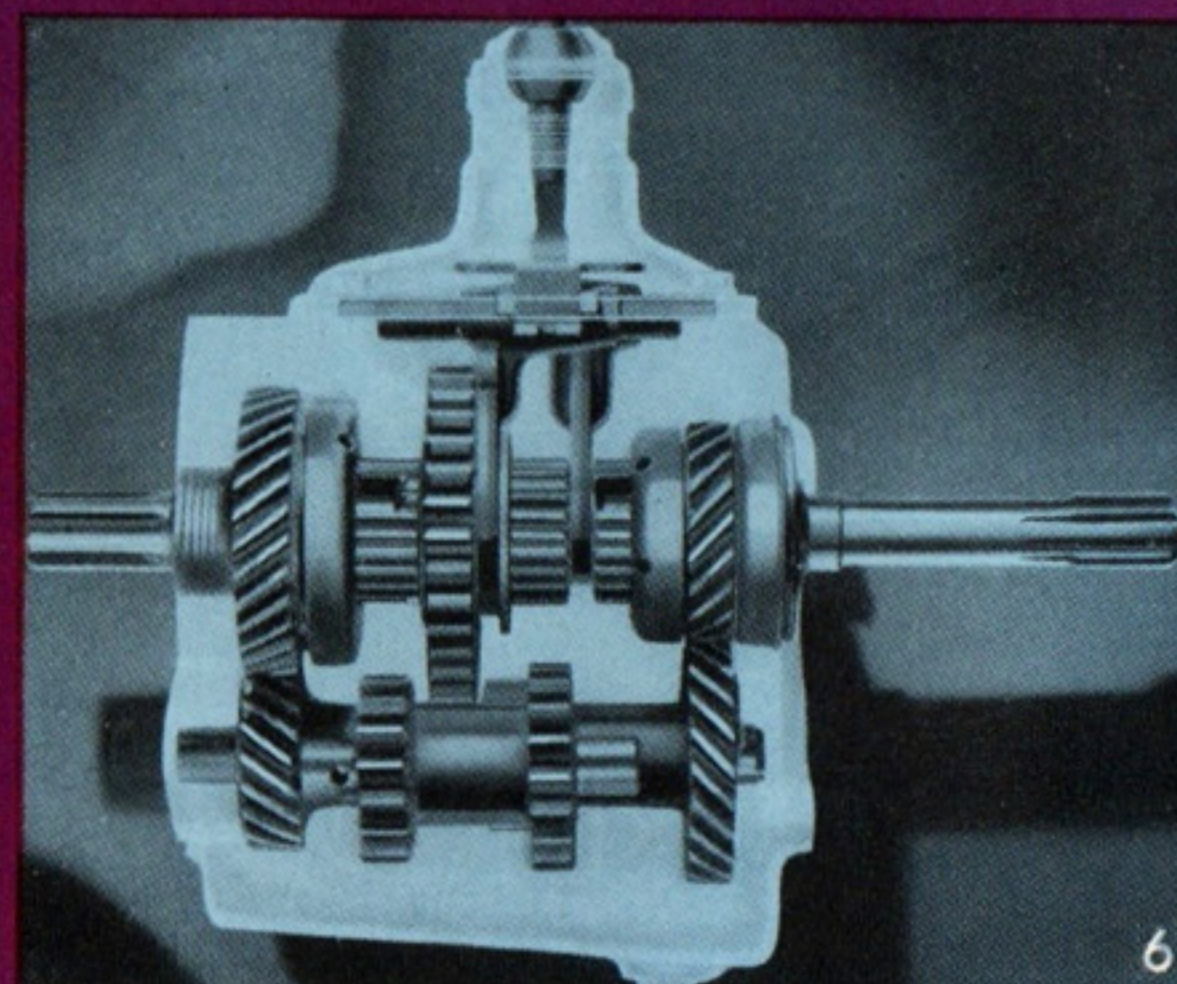
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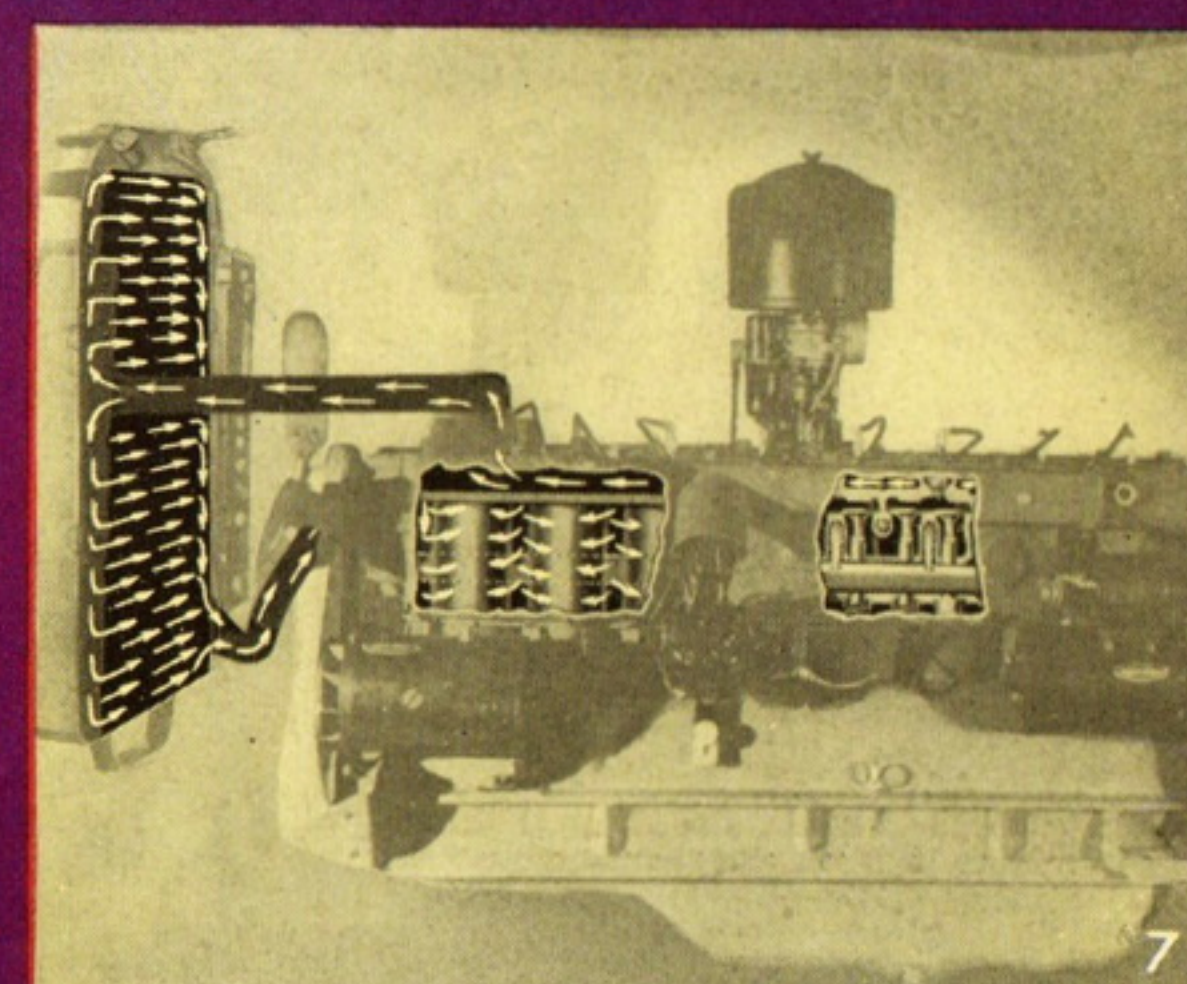
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**1. Body by Fisher**—Pontiac's new bodies are the safest in the world. With the addition of the new solid-steel "turret top," they surround you with more steel than any other bodies built today.

**2. Electro-Plated Pistons**—These closer fitting pistons wear "in" instead of "out."

**3. Silver-Alloy Bearings**—Only Pontiac uses silver to lengthen the life of the main and connecting rod bearings.

**4. Triple-Sealed Hydraulic Brakes**—Here are the finest brakes obtainable, triple-sealed against dirt and moisture, assuring quick, even application and smooth, sure action in any weather.

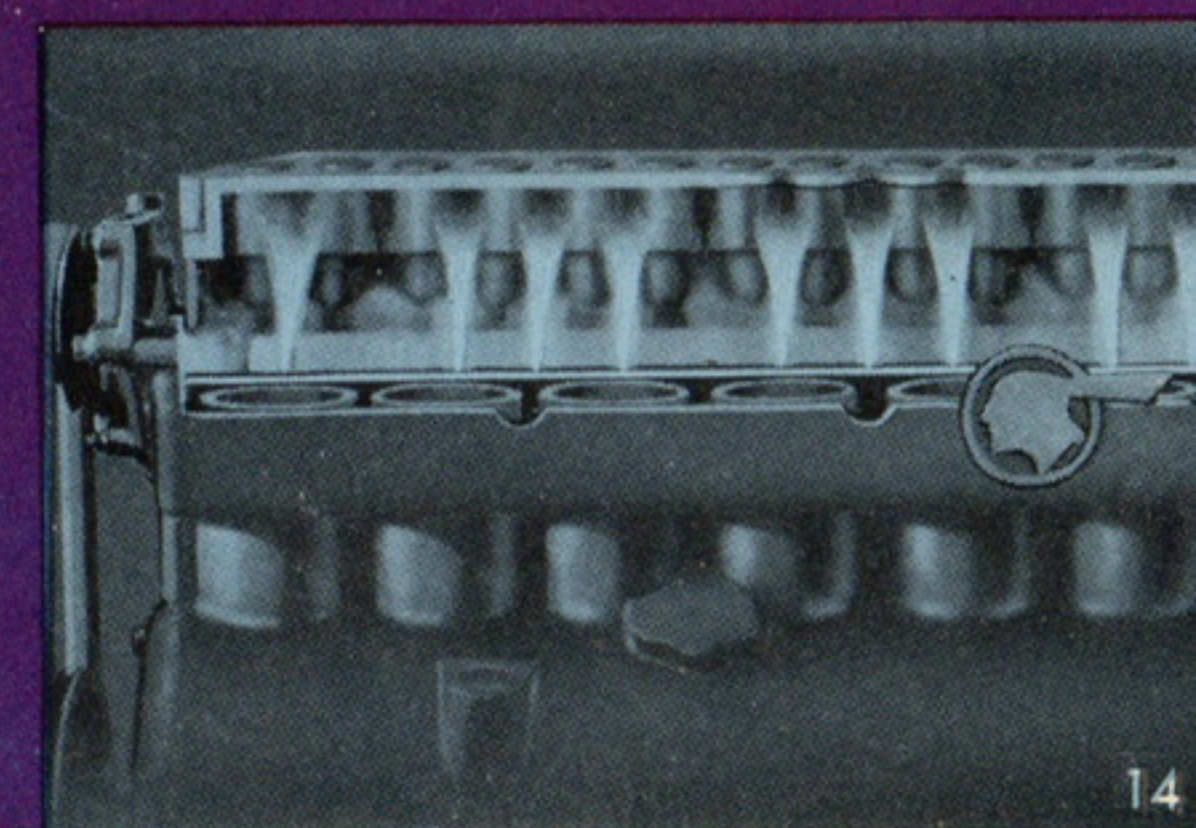
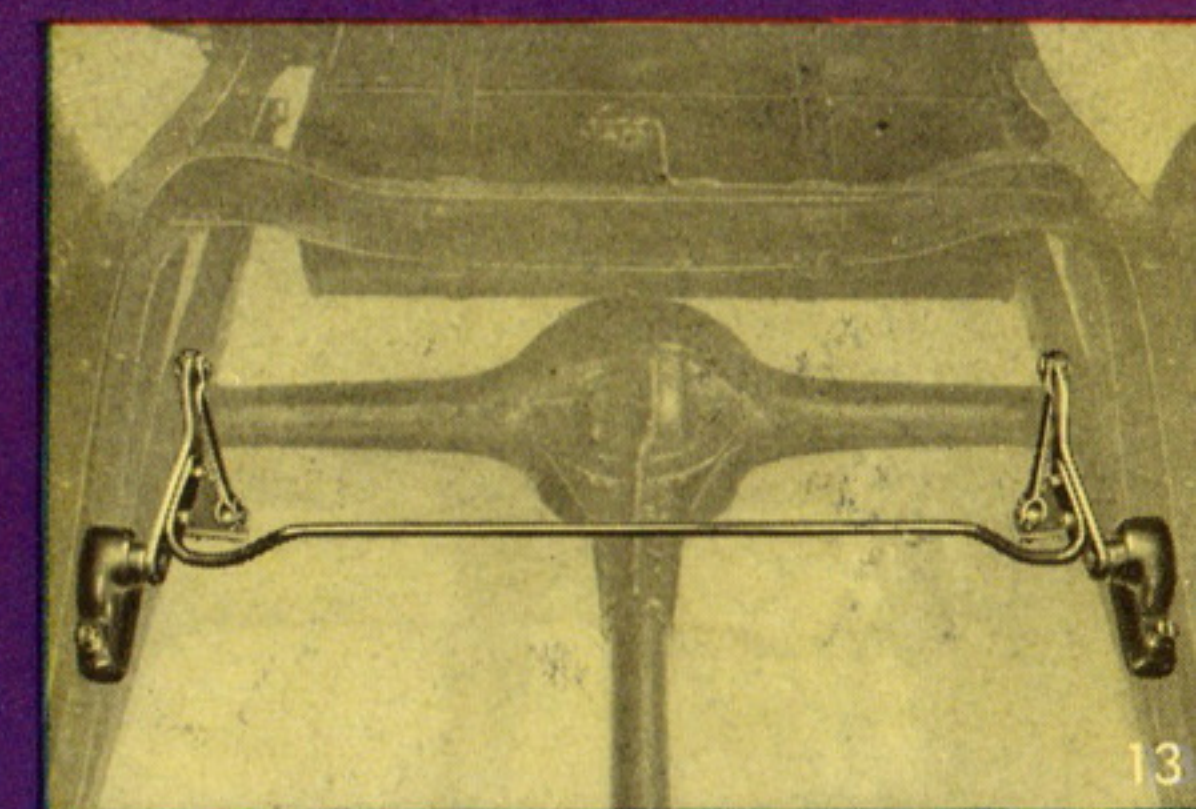
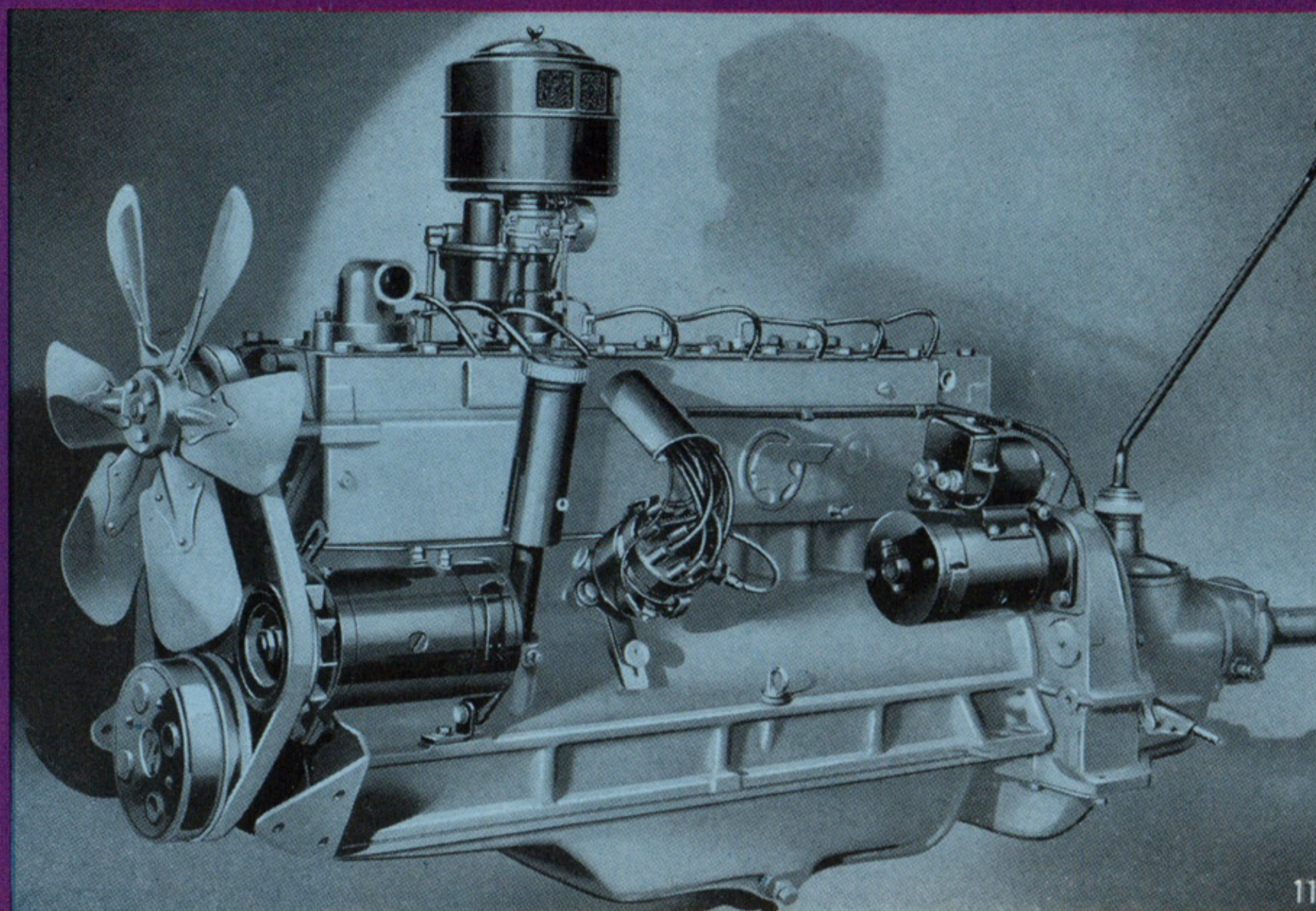
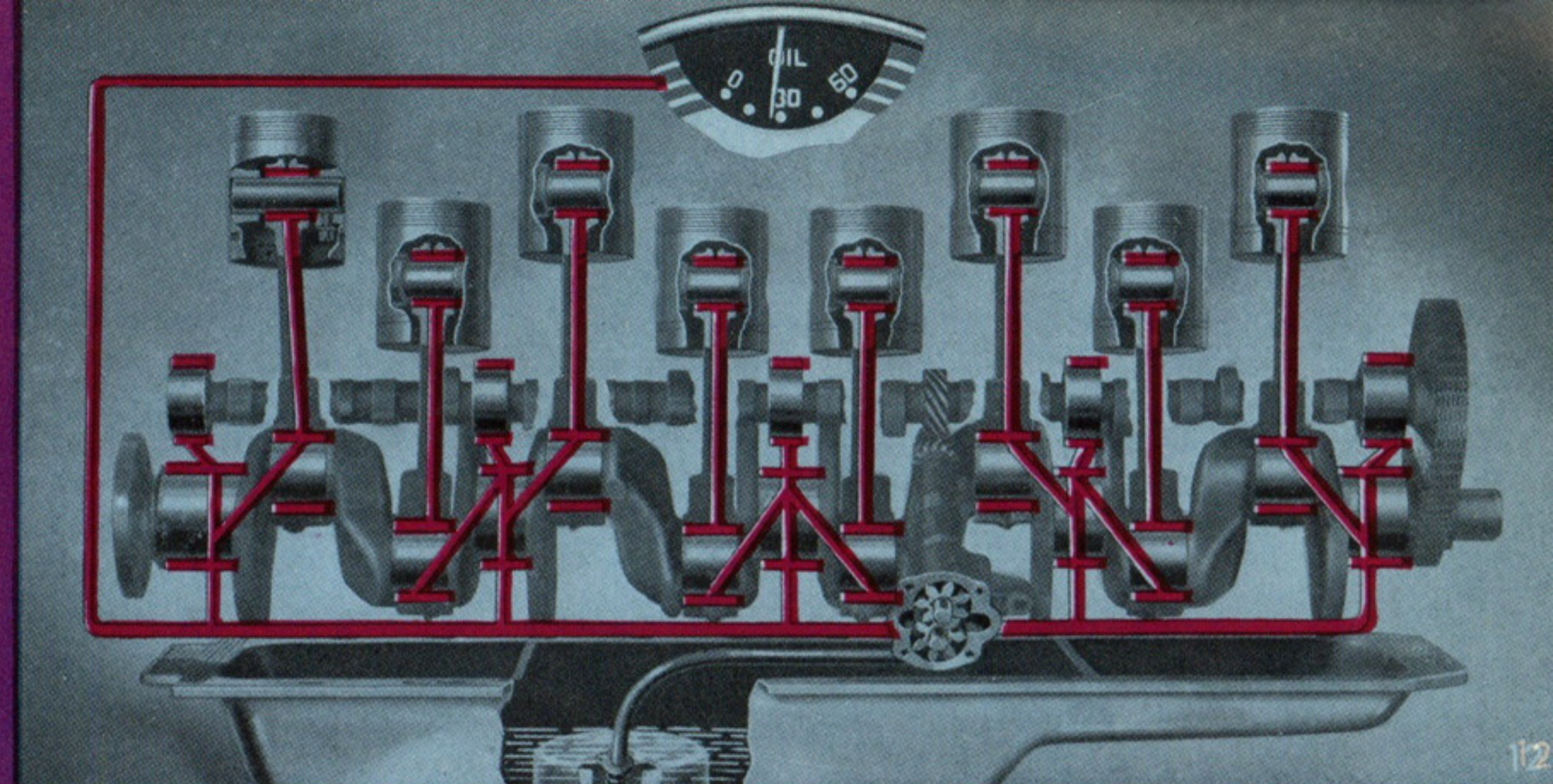
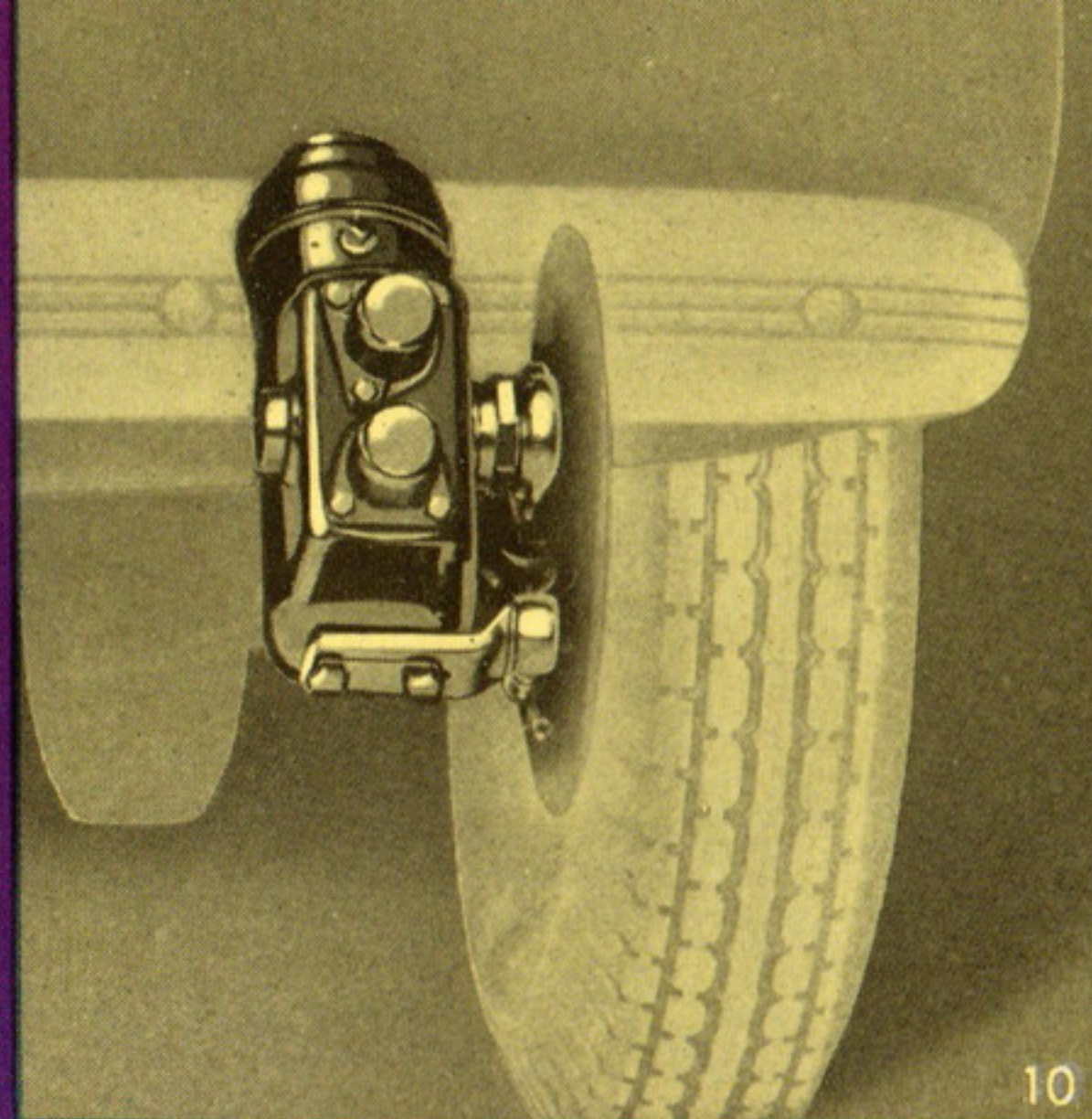
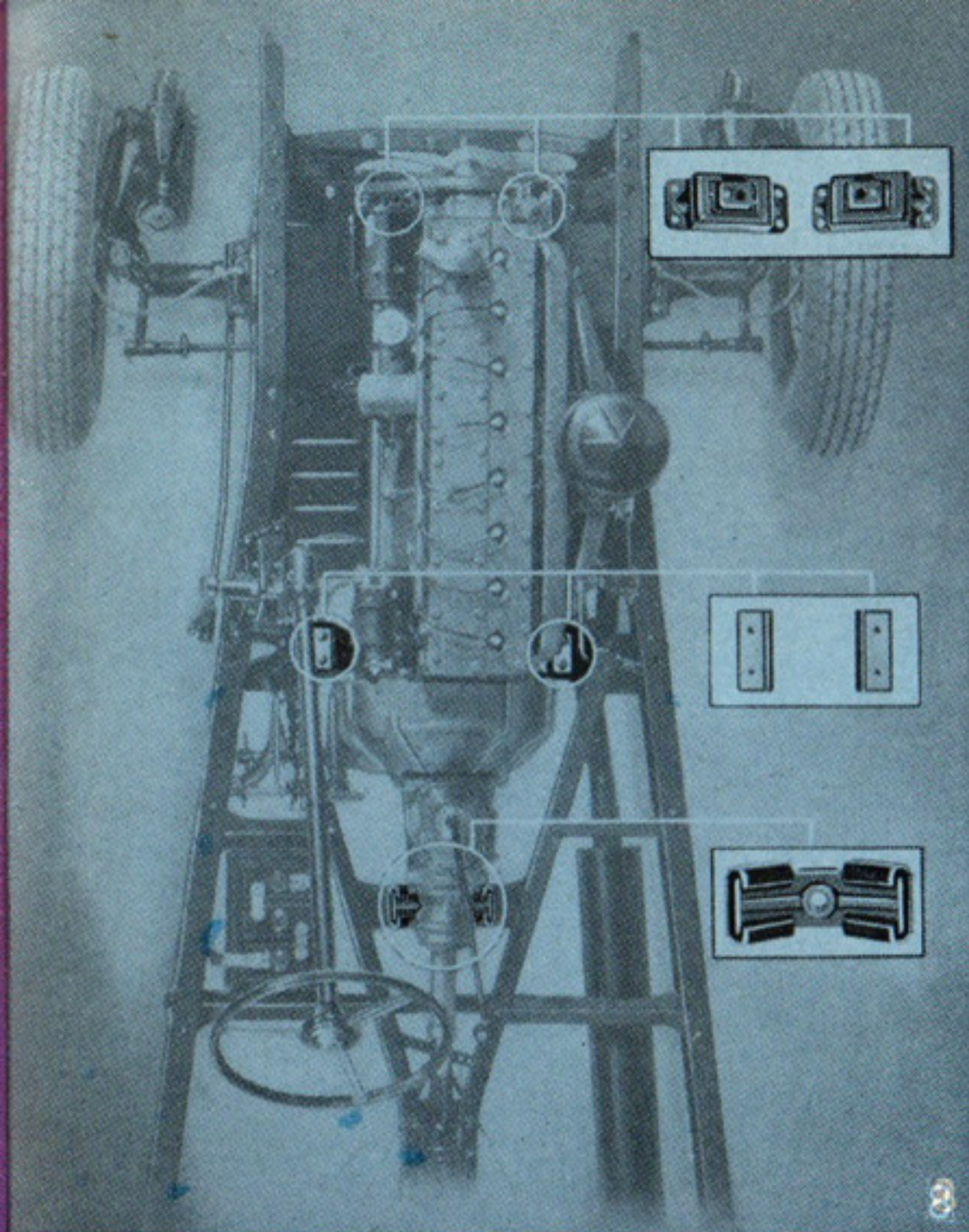
**5. Pontiac Six Engine**—This new type Six develops 80 horsepower at sixty-five miles an hour and stays smooth and quiet at speeds much faster than you will probably ever care to drive.

**6. Syncro-Mesh Transmission**—This type of transmission so successfully

silences and speeds up gear-shifting that it has become the standard of the industry.

**7. Cross-Flow Radiator**—This tested Pontiac feature reduces evaporation of anti-freeze solutions and keeps the engine constantly at the most efficient temperature.





**8. Five-Point Engine Mountings**—The Pontiac engines ride on rubber, so that even under hard pulls no annoying vibrations reach passengers.

**9. Luggage and Tire Compartment**—The spare wheel and tire are now concealed in a rear compartment which also provides ample luggage space.

**10. Enclosed Knee-Action**—This year Pontiac combines balanced weight with its proved Knee-Action, to give you a completely joltless ride.

**11. Pontiac Straight-Eight Engine**—This improved engine has no period of vibration at any speed. The combined accelerator and starter, and automatic

choke, provide instant starting always.

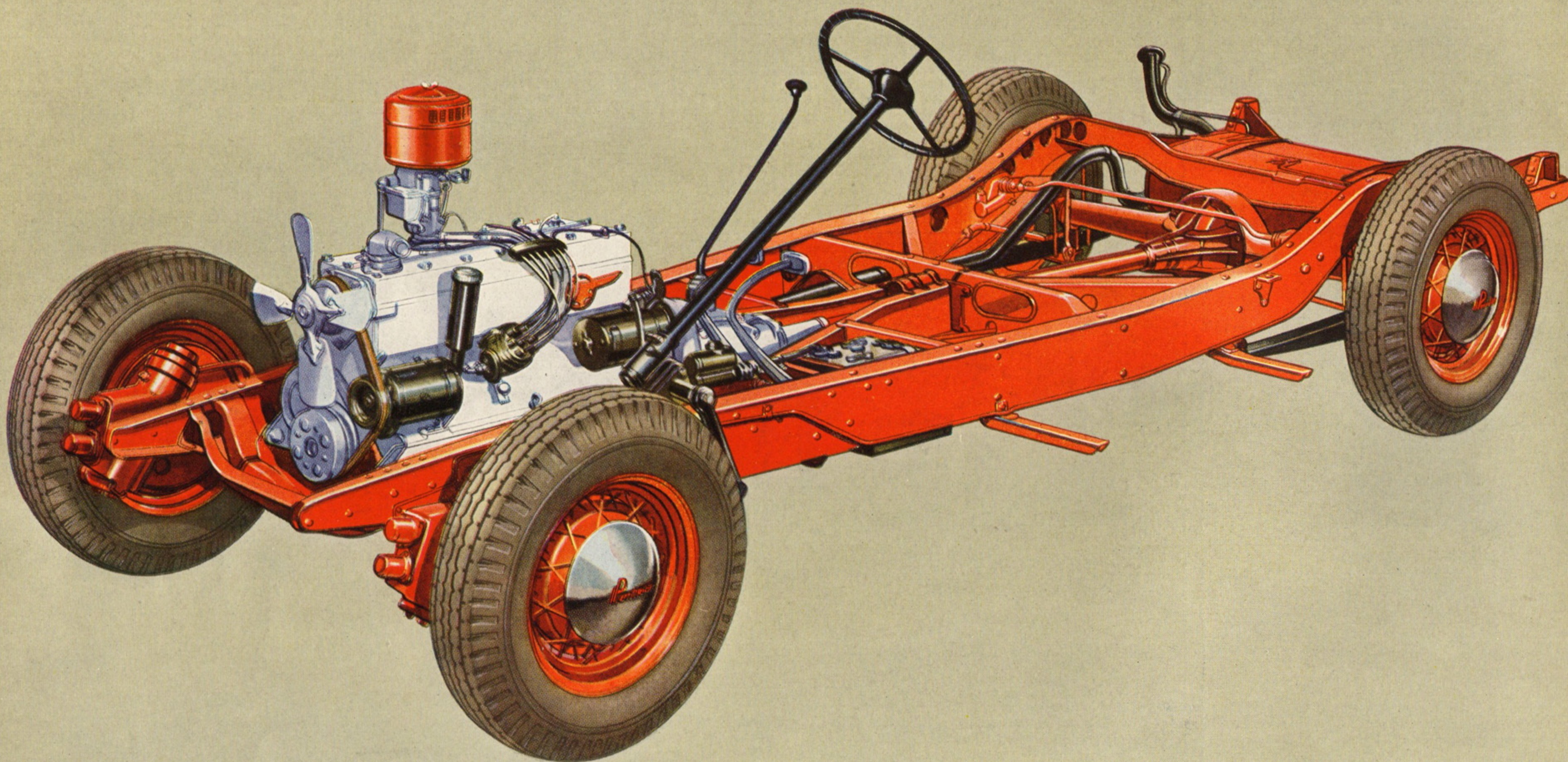
**12. Full Pressure Metered Lubrication**—At sixty miles an hour this system circulates 225 gallons of oil per hour through the engine—a big factor in Pontiac's long-life.

**13. Ride Stabilizer and Shock Absorbers**—The ride stabilizer helps to

keep the car on an even keel, even on sharp turns. Shock absorbers increase the benefits of Knee-Action.

**14. Gusher Valve Cooling**—This method forces cooled water around every valve and valve seat, thus prolonging valve life.





### THE PONTIAC DE LUXE SIX CHASSIS

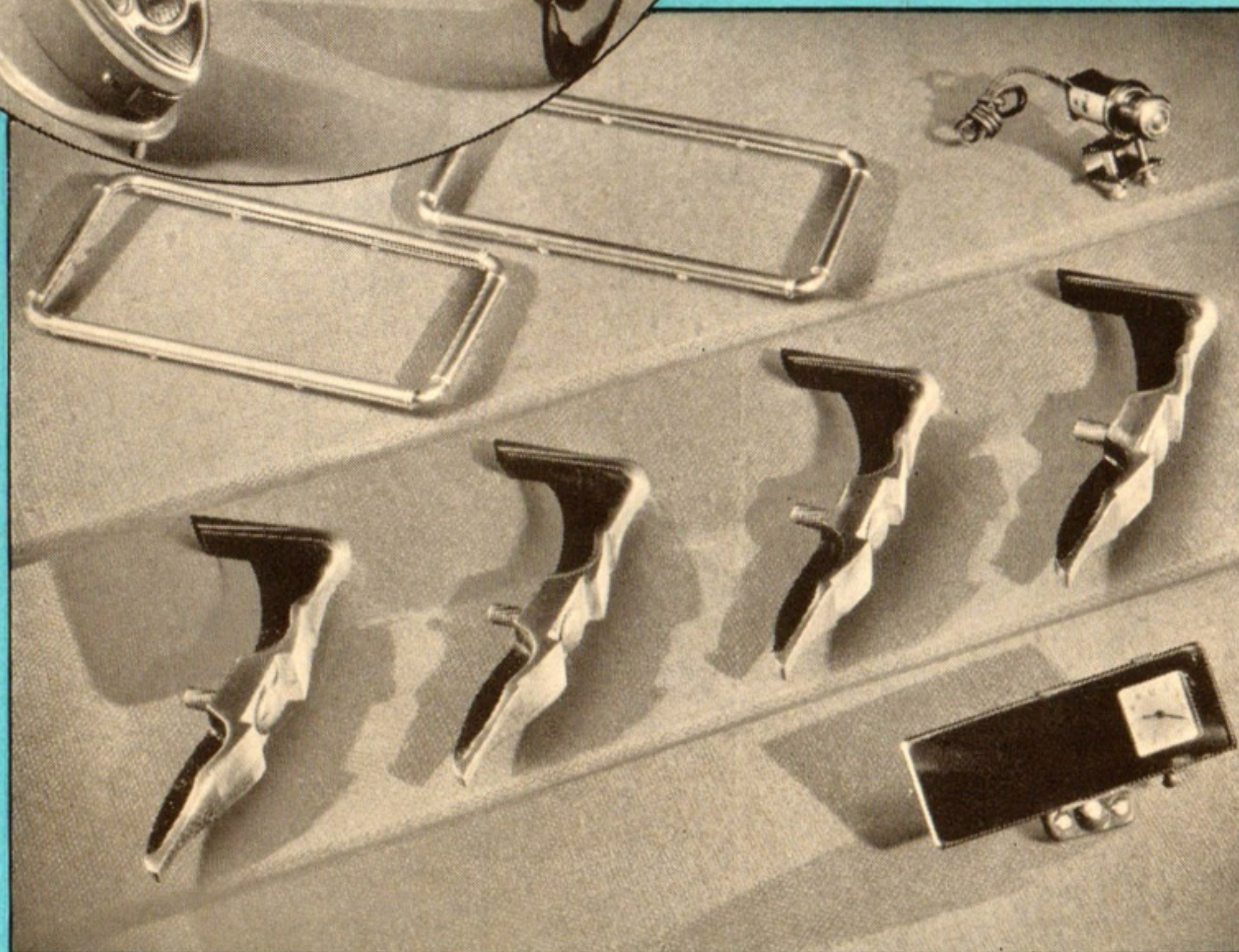
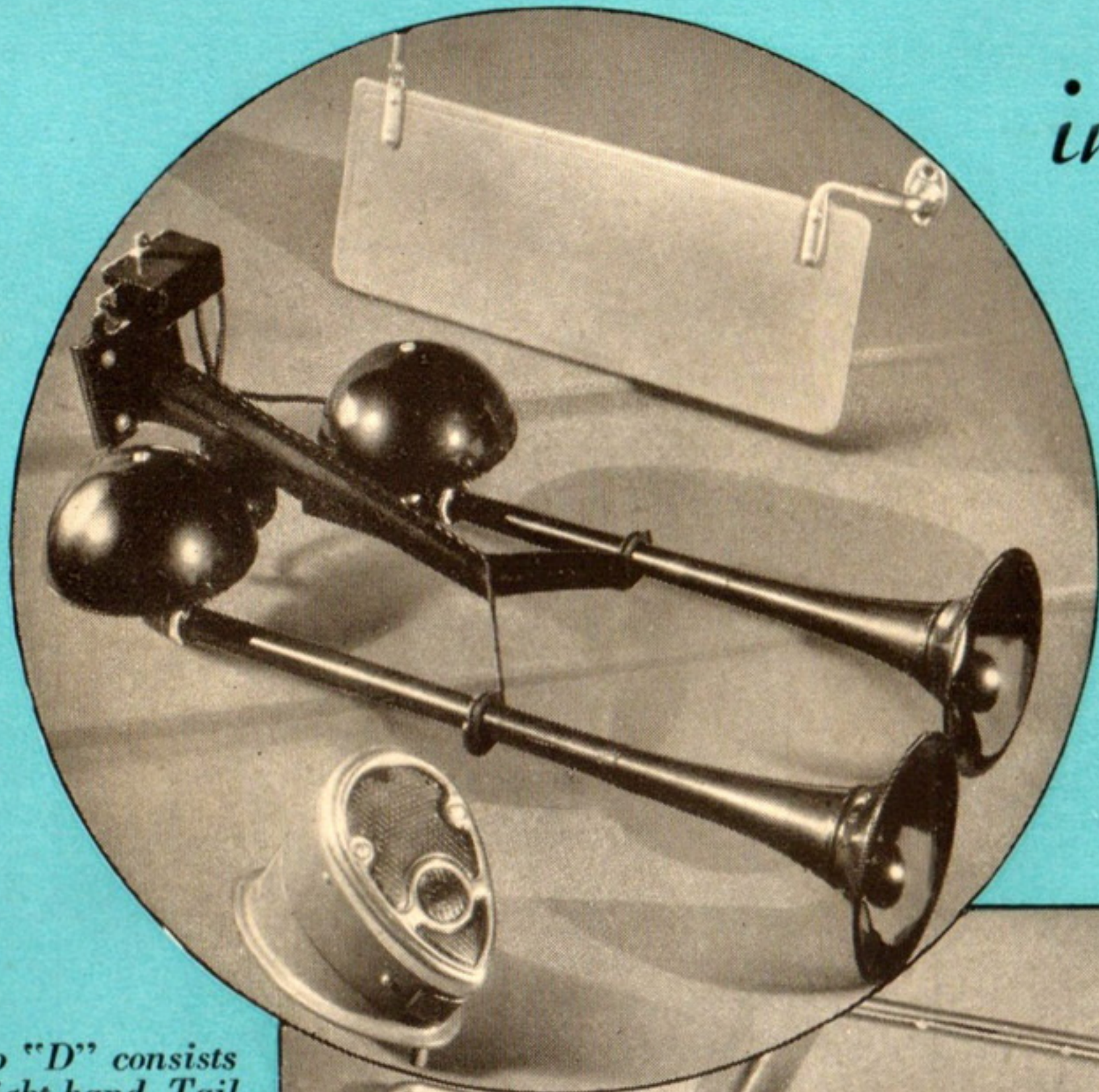
Pontiac's sealed chassis is one of the triumphs of modern engineering. Even under extraordinary conditions there is no way for dirt and moisture to reach vital parts, such as the springs, brakes and propeller shaft. This feature is combined with a frame unsurpassed for strength in the entire passenger car field—the famous K-Y frame. The sealed chassis helps to explain why Pontiacs run so well and last so long. The massive frame is another reason for Pontiac's smoothness and stability under any road conditions.



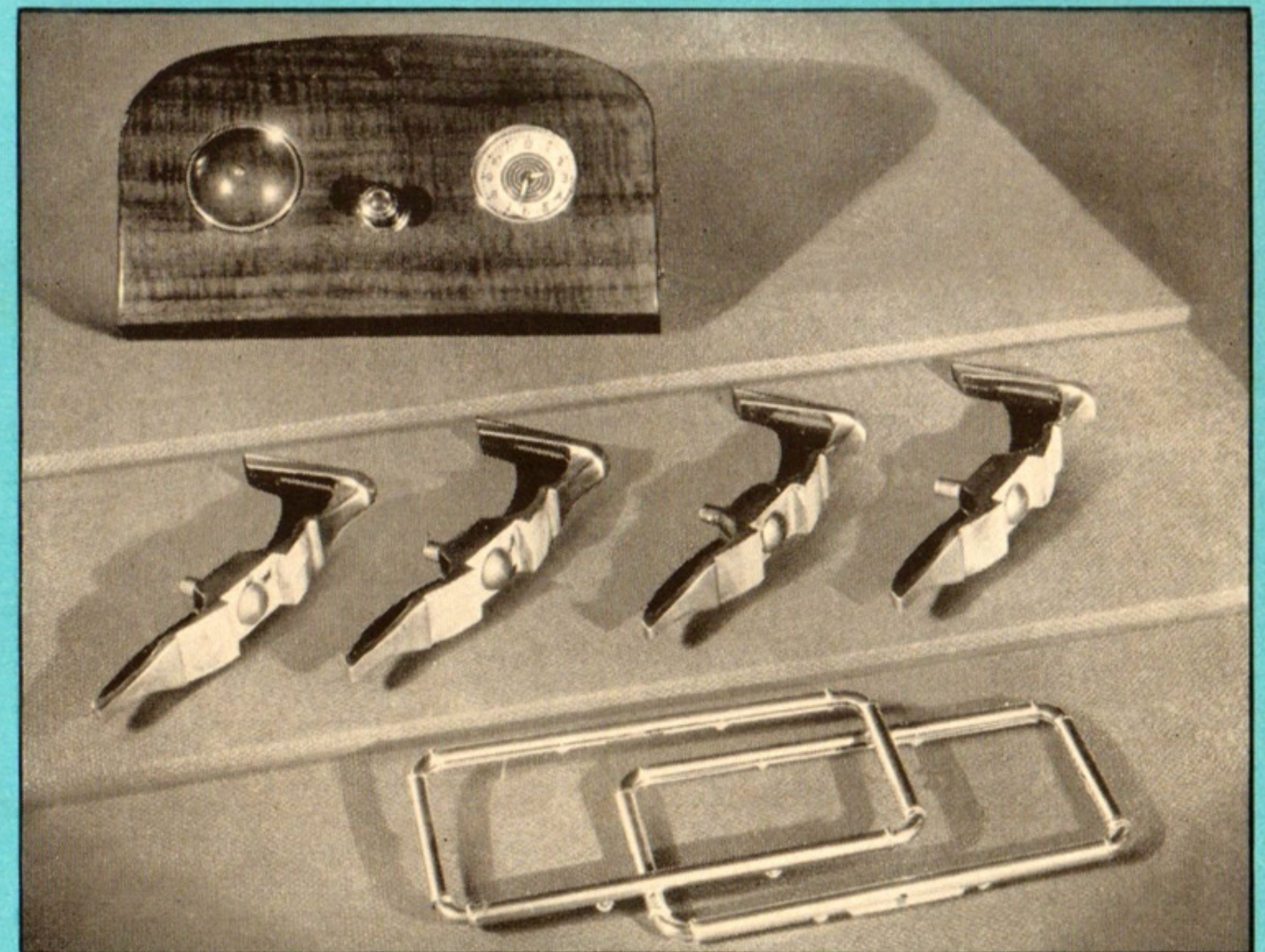
# Pontiac Approved Accessories - Now Available in Popular Standard Groups

Universally popular Pontiac approved accessories are now available in standard groups, carefully selected to satisfy the needs and taste of all Pontiac owners. Three of these groups, including equipment that almost every motorist regards as essential for modern driving pleasure, are illustrated here. They add little to the cost, but much to the pleasure of owning a 1935 Pontiac.

Group "D" consists of Right-hand Tail Light, Right-hand Sun Visor to match standard equipment, Dual Horns; price complete, \$13.95.



Group "X" includes Bumper Guards (set of 4), License Plate Frames, Cigar Lighter and Mirror Watch; price complete, \$11.85.

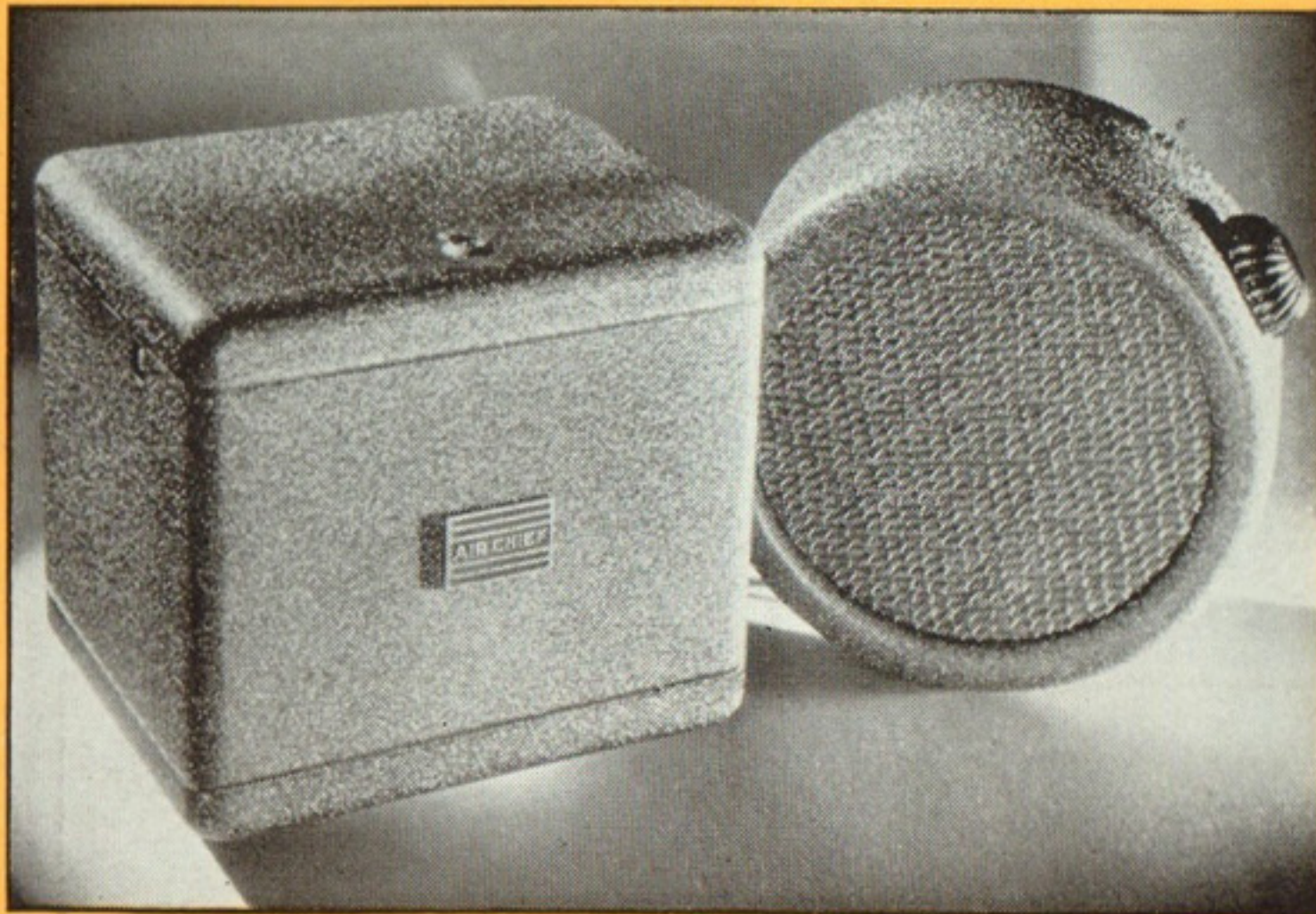


Group "Y" consists of Bumper Guards (set of 4), License Plate Frames, Glove Compartment Smoker Set and Watch; price complete, \$19.90.

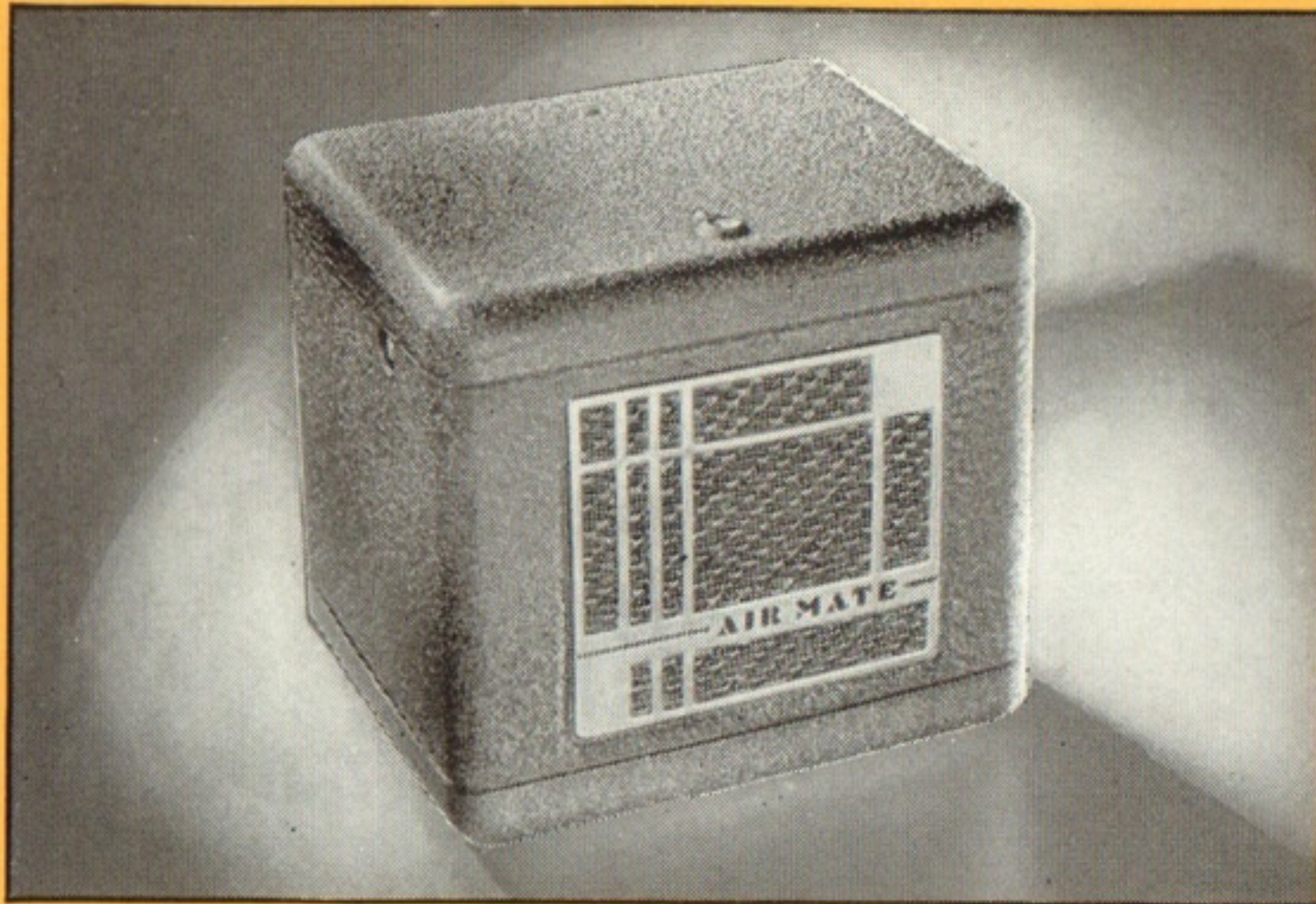


# Pontiac Approved Accessories for Greater Comfort, Safety and Enjoyment

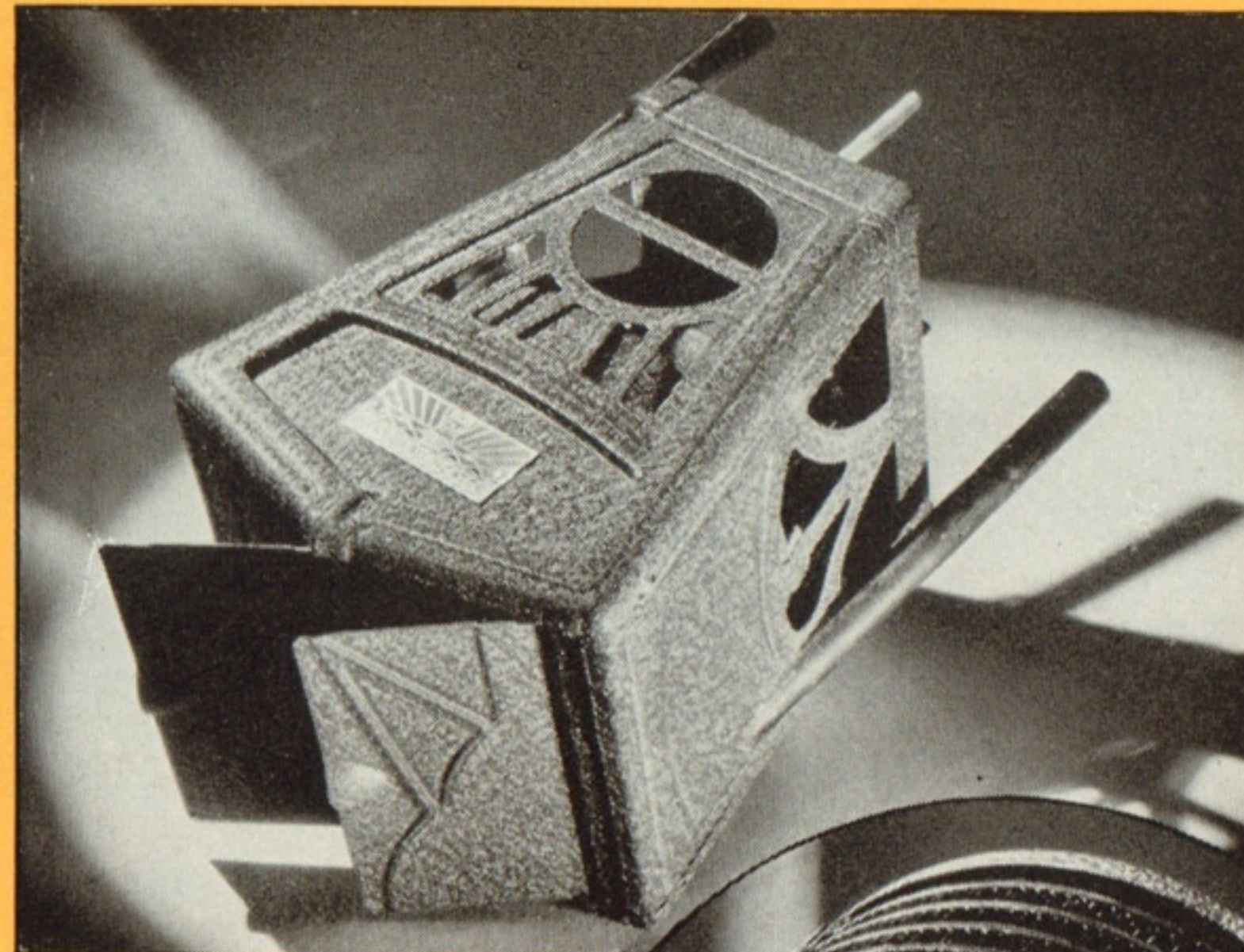
All Pontiac approved accessories have been carefully designed to enhance the beauty, safety and comfort of the 1935 Pontiacs. They are manufactured to meet the highest standards of quality, in keeping with the high quality of the cars themselves. For your convenience, your Pontiac dealer will be glad to install any accessories for delivery with your new car, ready for immediate use.



**AIR CHIEF RADIO**—Highest quality, two-unit, super-sensitive type. Full power range, tone control and shielded design give to the "Air Chief" reception that equals the finest home radio. Price, \$62.50.

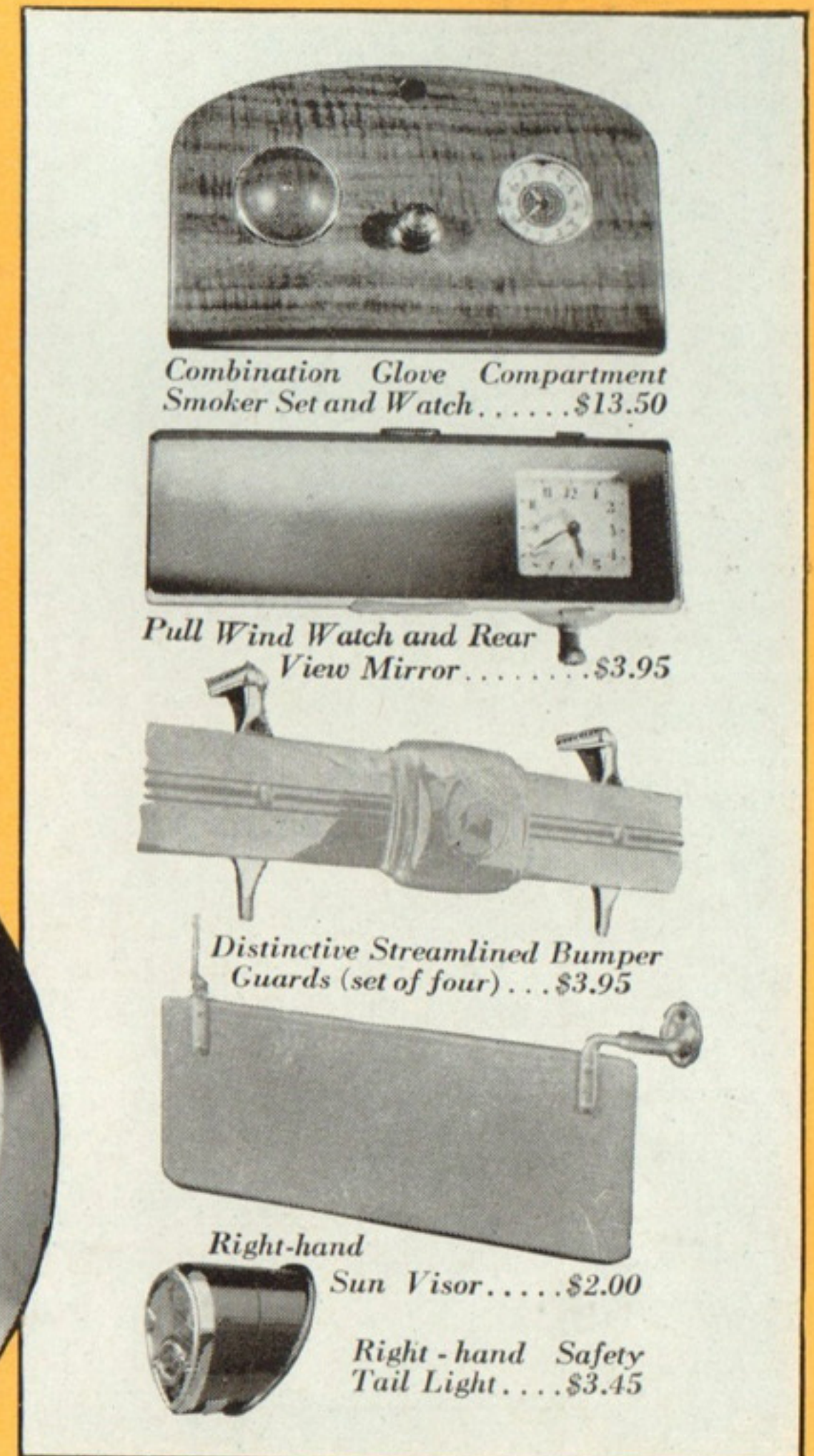
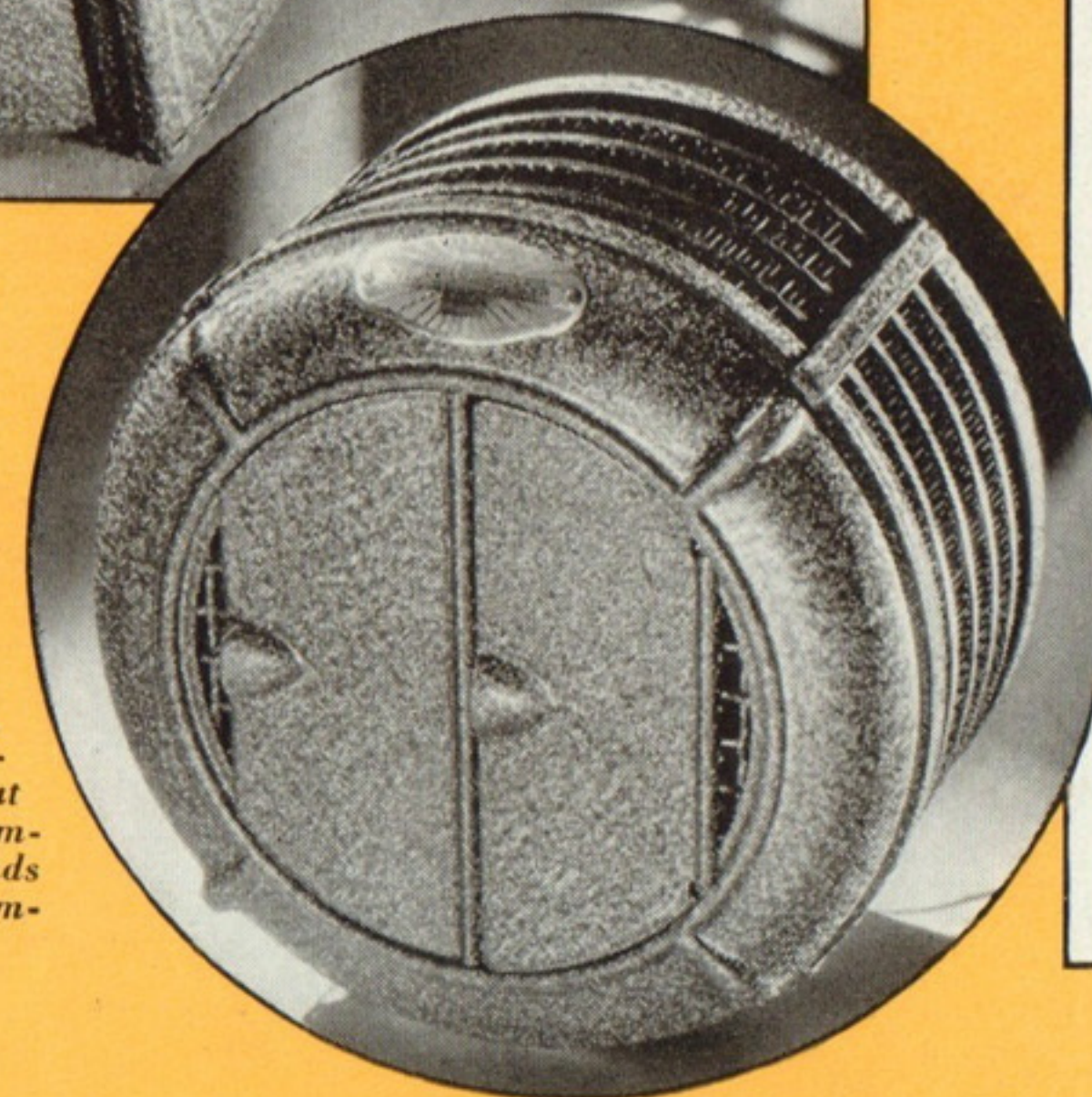


**AIR MATE RADIO**—Single unit model of high quality. Its sensitiveness, selectivity and fine tone quality, combine to give thoroughly satisfactory performance at all times. Price, \$47.95.



**STANDARD HEATER**—Flat core type hot water heater, sturdily built for day in and day out service. Has illuminated fan control, high temperature thermostat and attractive finish. Complete, \$11.50.

**DE LUXE HEATER**—High efficiency type hot water heater. Fan speed varied by illuminated stepless control. Great heat capacity increased by high temperature thermostat. Finish blends perfectly with car interior. Complete, \$16.25.



Combination Glove Compartment Smoker Set and Watch . . . \$13.50

Pull Wind Watch and Rear View Mirror . . . \$3.95

Distinctive Streamlined Bumper Guards (set of four) . . \$3.95

Right-hand Sun Visor . . . \$2.00

Right-hand Safety Tail Light . . . \$3.45



## PONTIAC DE LUXE SIX SPECIFICATIONS

**SPRINGS** • Same as on the Pontiac Improved Eight.

**WHEELS AND TIRES** • New drop base rim, 48-spoke, wire wheels with new design chrome-plated hub caps. Tires—16 x 6:00-inch full balloon, low pressure with silent rib tread. Tire pressure: Rear—30 lbs.; Front—25 lbs.

Spare wheel carried in luggage compartment at rear of body on five-passenger models; in compartment back of seat in coupes.

**INSTRUMENTS AND CONTROLS** • Same as on the Pontiac Improved Eight excepting choke knob.

**STEERING GEAR** • New worm and roller type. Shock received by wheels is absorbed in Knee-Action units and not transmitted to steering wheel. Steering gear ratio 17.5 to 1. 17-inch steering wheel of steel reinforced molded rubber with convenient finger grips.

**FRAME** • Unusually rigid K-Y double-drop construction incorporating a "frame within a frame."

**COOLING** • Cross-flow, cellular type radiator with all copper core. Radiator cap under hood. Thermostatic water temperature control provides for short "warm-up" period and cool motor operation. Gusher-type valve cooling.

**CLUTCH** • Single dry plate 10-inch clutch.

**TRANSMISSION** • Syncro-Mesh with silent helical constant mesh gears. Gear ratios: High 1:1, Second 1.70:1, Low 3.02:1, Reverse 3.4:1.

**ELECTRICAL SYSTEM** • New Delco-Remy ventilated generator with voltage control. Powerful starting motor operated by pedal next to accelerator. 15-plate storage battery powerful enough to crank motor at 47 r.p.m. at zero with 10W. oil in crankcase. Vacuumatic spark control. Multibeam lighting system.

**FUEL SYSTEM** • Fifteen gallon gas tank concealed at rear. Filler cap on right side. Baffle in filler neck to prevent theft of gasoline. Electric supply gauge on dash. Fuel line carried along on outside of frame to prevent vapor lock (bubbles in gas caused by heat). Air cleaner and silencer on Carter triple-venturi carburetor. Thermostatic fuel temperature control in manifold.

**MOTOR** • Six-cylinder, "L" head, developing 80 horsepower at 3600 r.p.m. Compression ratio 6.2 to 1. Operates satisfactorily on standard grade fuels. Bore,  $3\frac{3}{8}$ -inch. Stroke,  $3\frac{7}{8}$ -inch. Displacement 208 cu. in. Remaining features same as on the Pontiac Improved Eight motor.

**BODIES** • Solid Steel "Turret Top" Fisher Bodies with safety glass in windshield and ventipanes. All doors lock from inside. Arm rests in front and rear. Theft resisting door handles.

### DIMENSIONS AND CAPACITIES:

|                                            |                     |
|--------------------------------------------|---------------------|
| Overall length (bumper to bumper).....     | 187 in.             |
| Width.....                                 | $69\frac{7}{8}$ in. |
| Height (4-Door Sedan with passengers)..... | $67\frac{3}{8}$ in. |
| Capacity of Crankcase (Oil).....           | 6 qts.              |

## PONTIAC IMPROVED EIGHT SPECIFICATIONS

**SPRINGS** • Helical coil type front springs built into front wheel suspension unit and entirely enclosed. (Knee-Action design). High carbon spring steel material. Non-squeaking, semi-elliptic rear springs. Leaves coated in graphite and fully enclosed in permanent steel covers.

**WHEELS AND TIRES** • New design steel artillery type wheels. 16 x 6.50-inch full balloon, low pressure tires with silent rib tread.

**INSTRUMENTS AND CONTROLS** • Large, easily visible, pointer type speedometer, gasoline gauge, ammeter, oil and temperature gauges conveniently grouped on panel directly in front of driver. Radio type lighting on dials with translucent green figures.

**STEERING GEAR** • Same as on the Pontiac De Luxe Six except for chrome-plated twin steel spokes on the steering wheel.

**FRAME** • Unusually rigid K-Y double-drop construction incorporating a "frame within a frame."

**COOLING** • Cross-flow, cellular type all copper radiator core. Radiator cap under hood. Thermostatic water temperature control provides for short "warm-up" period and cool motor operation. Gusher-type valve cooling.

**CLUTCH** • Single dry plate 10-inch clutch.

**TRANSMISSION** • Same as on the Pontiac De Luxe Six.

**ELECTRICAL SYSTEM** • New Delco-Remy ventilated generator with voltage control. Powerful starting motor operated from accelerator pedal. 17-plate storage battery with power enough to crank motor at 52 r.p.m. at zero with 10W. oil in crankcase. Vacuumatic spark control. Multibeam lighting system.

**FUEL SYSTEM** • Eighteen gallon gas tank concealed at rear. Filler cap on right side. Baffle in filler neck to prevent theft of gasoline. Electric supply gauge on dash. Fuel line carried along on outside of frame to prevent vapor lock (bubbles in gas caused by heat). Air cleaner and silencer on Carter triple-venturi carburetor. Thermostatic fuel temperature control in manifold. Automatic choke.

**MOTOR** • Straight Eight "L" head, developing 84 horsepower at 3800 r.p.m. Bore,  $3\frac{3}{16}$ -inch. Stroke,  $3\frac{1}{2}$ -inch. Displacement 223.4 cu. in. Compression ratio 6.2 to 1. Operates satisfactorily with standard grade fuels. Single unit block and crankcase. Ample water passages between cylinders and around each intake and exhaust valve seat, providing maximum cooling and making valve seat inserts unnecessary. All pistons and connecting rods machined to within  $\frac{1}{16}$  ounce. Motor mounted on five rubber supports eliminating vibration and torque reaction. Engine has no "vibration point" at any speed. Combination suction-pressure crankcase ventilation.

### DIMENSIONS AND CAPACITIES:

|                                            |                      |
|--------------------------------------------|----------------------|
| Overall length (bumper to bumper).....     | $191\frac{5}{8}$ in. |
| Width.....                                 | $69\frac{7}{8}$ in.  |
| Height (4-Door Sedan with passengers)..... | $67\frac{3}{8}$ in.  |
| Capacity of Crankcase (Oil).....           | 7 qts.               |

**BODIES** • Same as on the Pontiac De Luxe Six.

PONTIAC MOTOR COMPANY, PONTIAC, MICHIGAN

Division of General Motors



